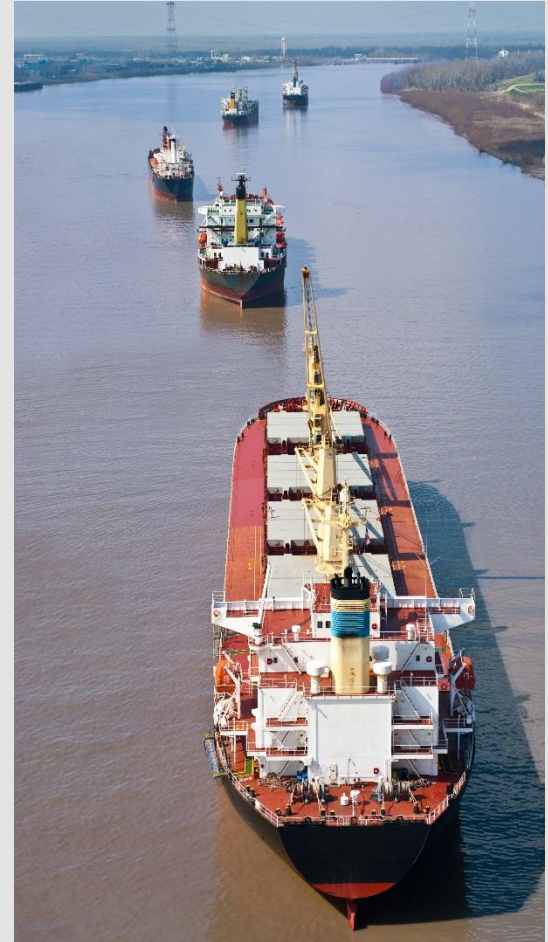




Presentation to the Senate Select Committee on  
Vocational and Technical Education  
April 9, 2015

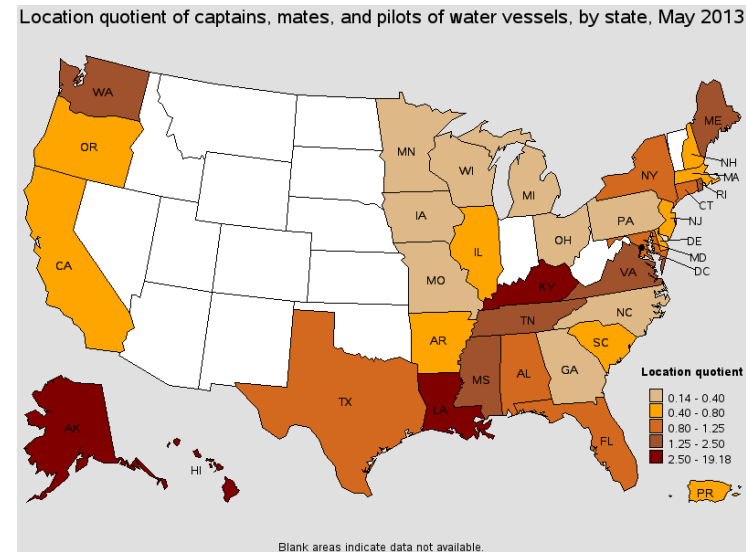


# The maritime industry is an invisible giant in Louisiana.

- **One in five jobs in Louisiana** is connected to the maritime industry, resulting in more than **\$3.5 billion in employment income** every year.
- The maritime industry has an **\$11 billion total annual economic impact** in Louisiana – the only state to post more than \$10 billion in total gross economic output directly related to the maritime industry.
- “Water-way” dependent jobs generate nearly **\$2 billion in tax revenue.**

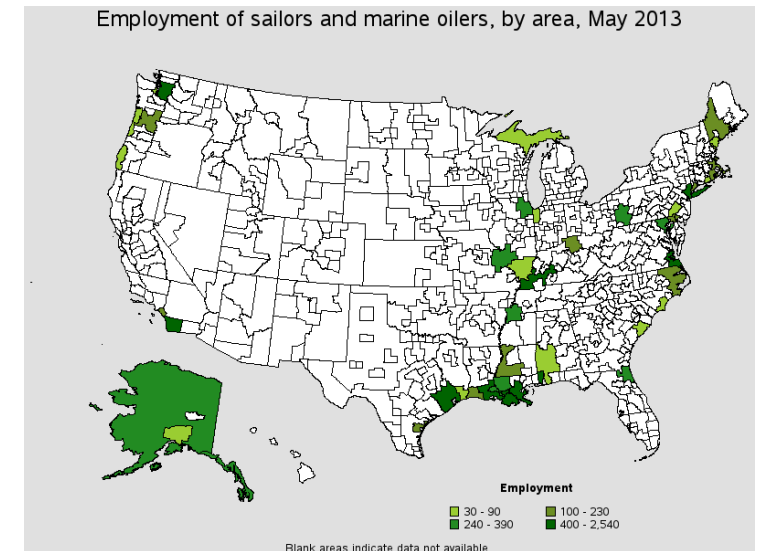
Louisiana  
leads the  
nation in  
maritime jobs.

**#1 employer of captains,  
mates, pilots** – One in four  
American captains are in La.



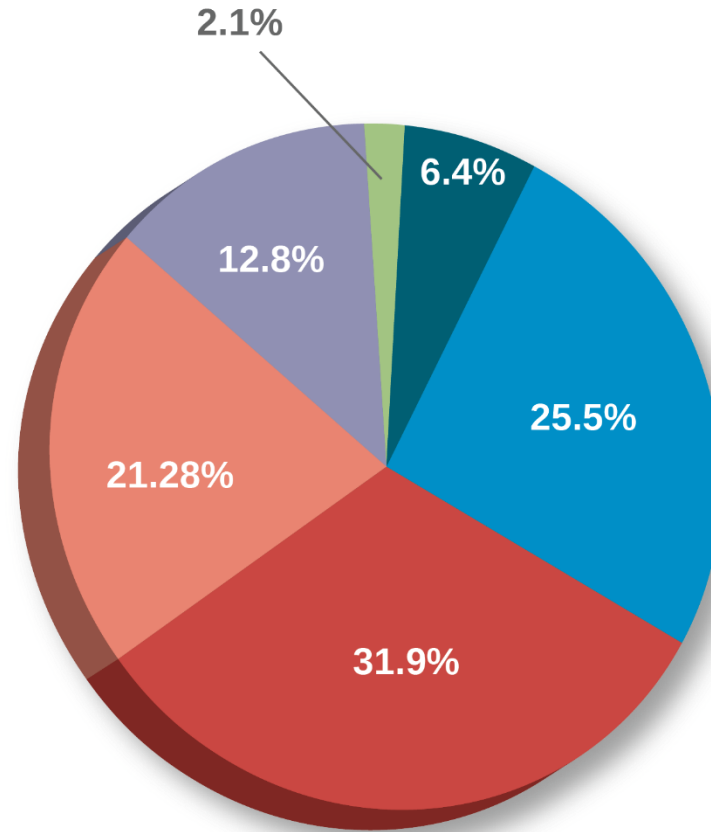
#1 Houma  
#2 New Orleans  
#3 Lafayette

**#1 employer of sailors,  
marine oilers** – One in five  
American sailors are in La.



#1 Houma  
#2 New Orleans  
#3 Lafayette

Just 50 companies indicate they will need as many as 3,000 additional employees for La. maritime operations in the next five years.



Data confirms  
anecdotes of  
workforce  
shortages for  
Louisiana  
maritime jobs.

Job Title	10-Yr % Change 2012 to 2022	2013 Annual Wage
Sailors and Marine Oilers	20%	\$41,170
Captains, Mates, and Pilots of Water Vessels	18%	\$82,610
Crane and Tower Operators	18%	\$50,270
Tank Car, Truck, and Ship Loaders	14%	\$42,770
Ship Engineers	9%	\$84,530

Several factors  
will compound  
the maritime  
workforce  
challenge.



Aging workforce



Emergence of “Blue Tech”



Growth in offshore production

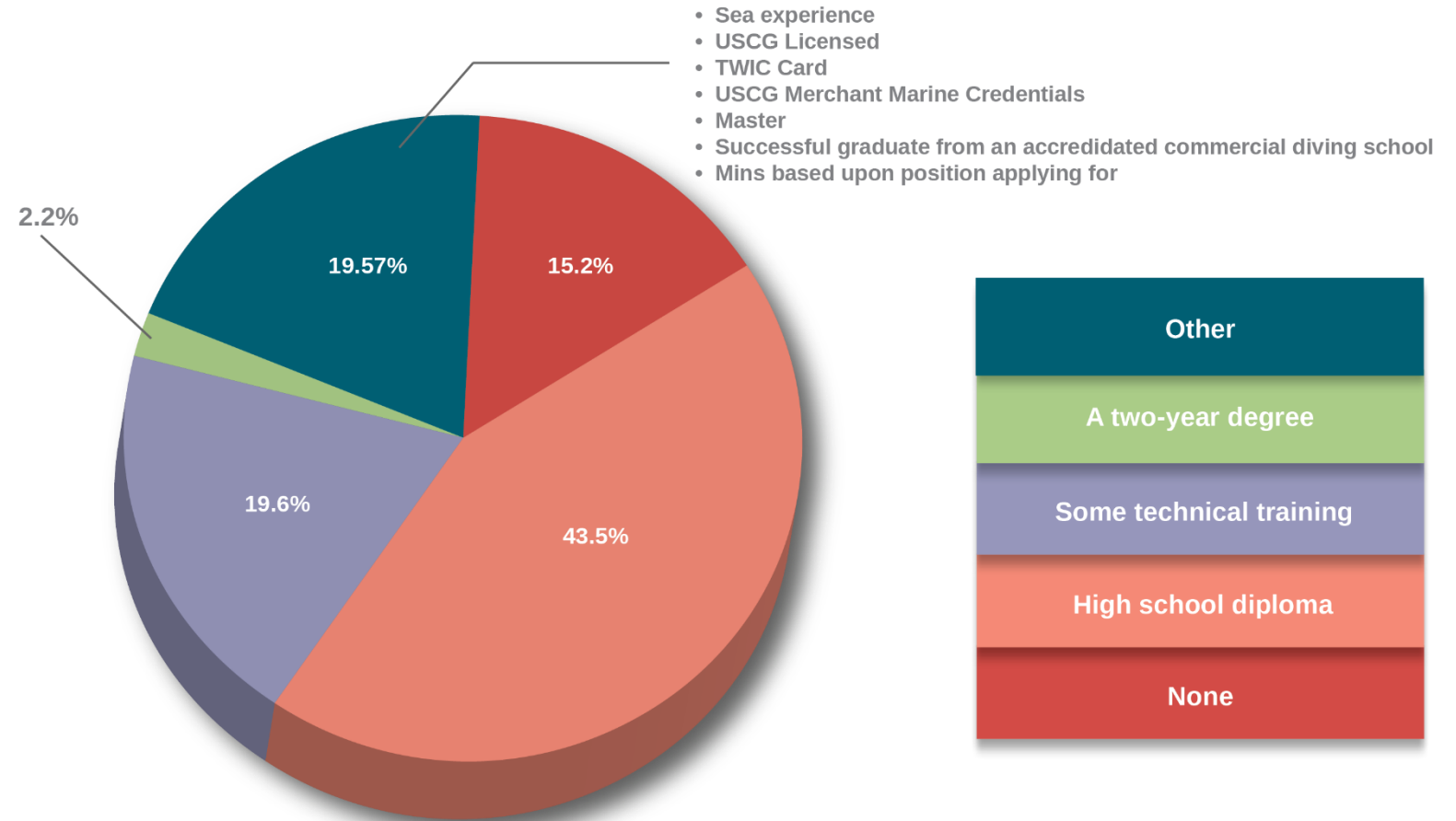


Panama Canal expansion



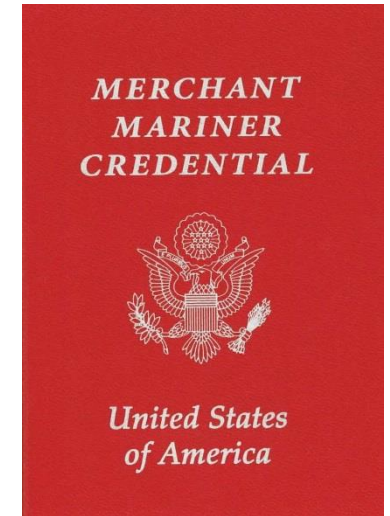
Historic industrial growth

Educational requirements for maritime positions are minimal.



Employers  
largely assume  
the  
responsibility  
for worker  
training on the  
job.

- **Basic safety and skills training**, a Merchant Mariner Credential from the US Coast Guard, and sea experience make up the baseline requirements for all mariners.
- 82% of companies surveyed by LABI report that **on-the-job training** or re-training is a standard procedure for all new recruits.
- Nearly one-third of companies surveyed by LABI report that they contract with La. community and technical colleges for **customized maritime training**.





Louisiana  
provides  
maritime  
training  
primarily  
through three  
LCTCS  
institutions.

**Delgado Community College**

New Orleans

5,416 marine course completers in 2014

**South Central La. Technical College**

Morgan City

2,864 marine course completers in 2014

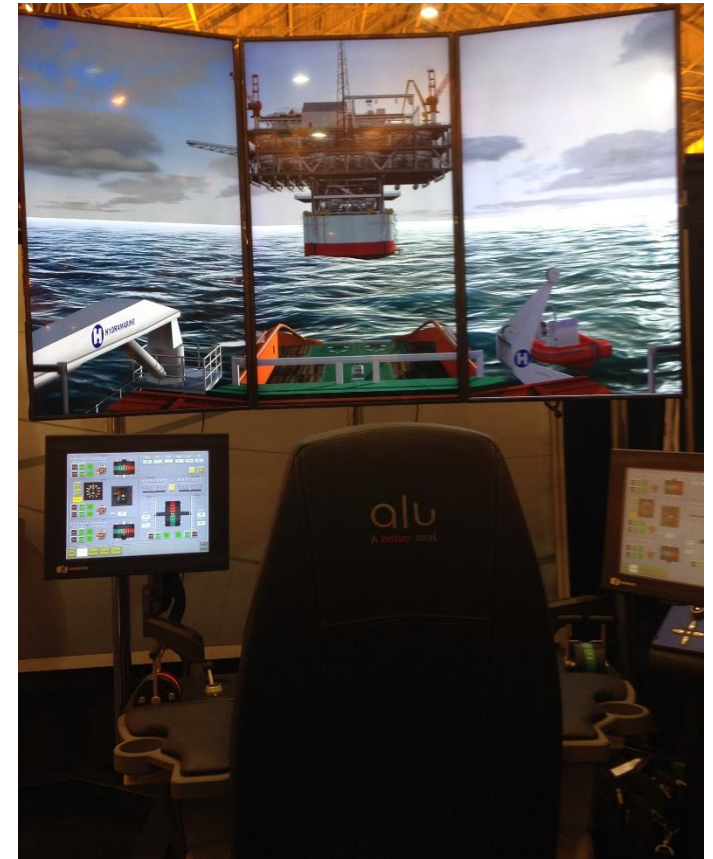
**Fletcher Technical Community College**

Houma

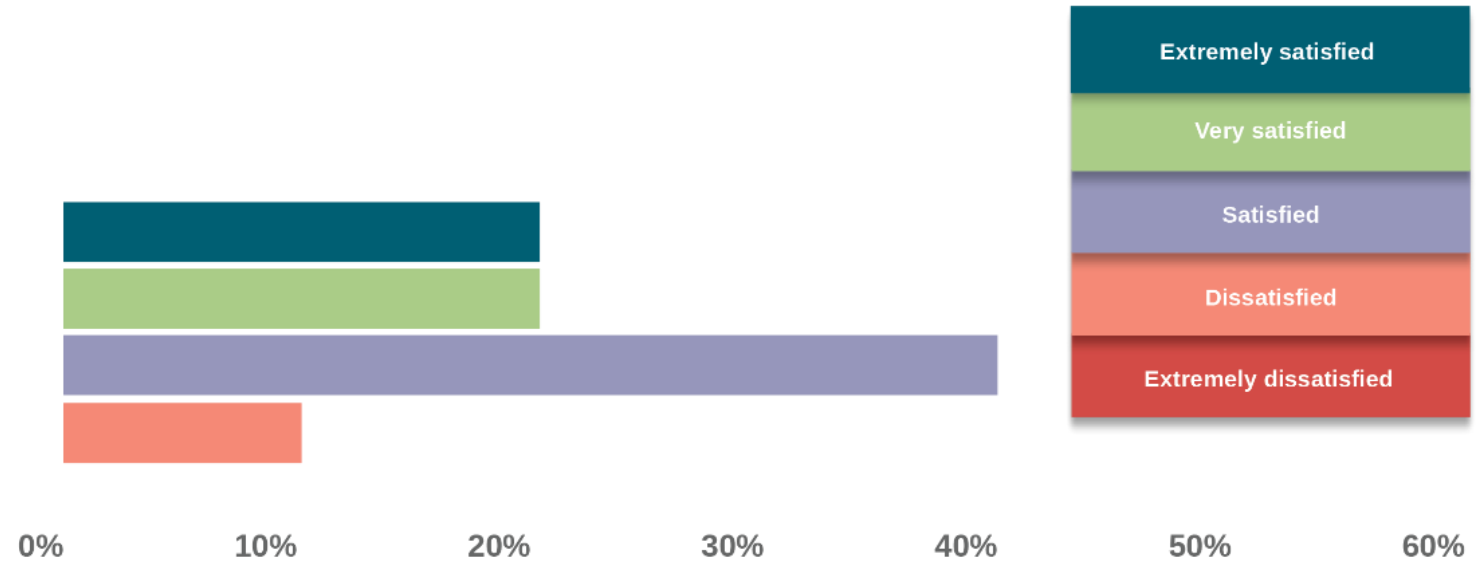
846 marine course completers in 2014

# LCTCS maritime training is almost entirely employer- driven.

- Institutions report they rely on companies to fund an **estimated 90%** of all maritime training courses.
- Nearly all courses are taken individually and **tailored for licensing** and credentialing and not necessarily represent a path to a degree.
- Very **little college credit** is issued for maritime coursework.



Employers contracting with LCTCS for training are generally satisfied with the quality.



- Colleges are meeting the workforce need for certain employers. The **strong relationships with industry** and history of partnership cannot be over-emphasized.

91% of companies surveyed believe the State should do more to provide industry with qualified maritime workers.

“

We use the local college when we can, but they are often booked.

”

In 5 to 6 years, the right worker will earn a six-figure salary – all with training funded by industry.

We need more basic safety and STCW training due to heightened standards.

We use 25% of our training budget on housing and transportation when we can't use local colleges, which means less people will receive training.

[The state needs to] educate young people not interested in the university that there is a viable alternative in the maritime industry...

Honest and open dialogue between the education side and the business side should happen prior to implementing or modifying training within the schools.

# Louisiana must scale up and diversify efforts to grow the workforce and fulfill demand.

- A substantial number of companies appear unaware of the training or do not choose to utilize it.
- There is no overarching effort to link the schools, no standard curriculum, and no statewide credential.
- There is little market reach outside the state for Louisiana's maritime training despite the available jobs.
- There are few entry points for students to begin a maritime career in two-year schools.

1. Serve the needs of more employers with the current approach, but scale it up.
2. Be an attractive informed option for students, broadening beyond the traditional approach to Louisiana maritime training.

# #1

Promote the “**Blue Economy**” to maximize federal and state support for the maritime industry in economic and workforce development, while also raising awareness of careers to the public.



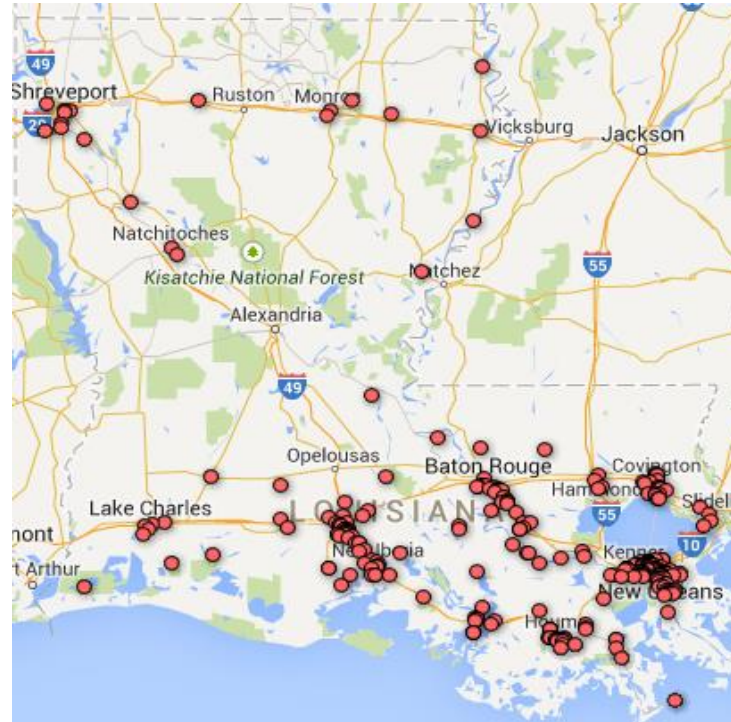
# #2

Convene an industry-driven **maritime task force** within the Louisiana Workforce Investment Council (WIC) to develop a business plan that substantially increases maritime training opportunities in Louisiana.

- Efforts conducted in silos or sporadically will inevitably fall short.
- Replicate the nationally recognized Louisiana Craft Trade Task Force to produce a detailed analysis of needs, a mapping of programs, and targeted training expansions.
- The following recommendations should be explored through this public-private process and the development of a business plan.

# #3

Articulate a goal and vision for a **world-class** maritime training institute.



- Complete the Center of Excellence application
- Collaborate across institutions
- Develop clear, seamless career tracks
- Standardize an industry-driven curriculum
- Look beyond the three institutions with programs today
- Add space at the appropriate time to expand



#4

Be more aggressive in **marketing** maritime programs to industry, meeting more workforce demand and generating revenue for colleges at the same time.

# #5

Establish and publicize clear **career pathways** for maritime jobs.

1. Ensure credentials are standardized and stackable across colleges.
2. Outline the pathways down to the course level.
3. Put it all online for the public and encourage K12 schools, technical schools, the Workforce Investment Boards, and others to utilize it as an option for those seeking work.

# Example of Maritime Course Requirements Linked to Career Tracks

San Jacinto College in Pasadena, Texas

## San Jacinto College Maritime Program

3234 East Pasadena Freeway, Pasadena Texas 77503  
281-974-2200 sanjacinto.maritime@sjcd.edu

### Maritime Career Pathways

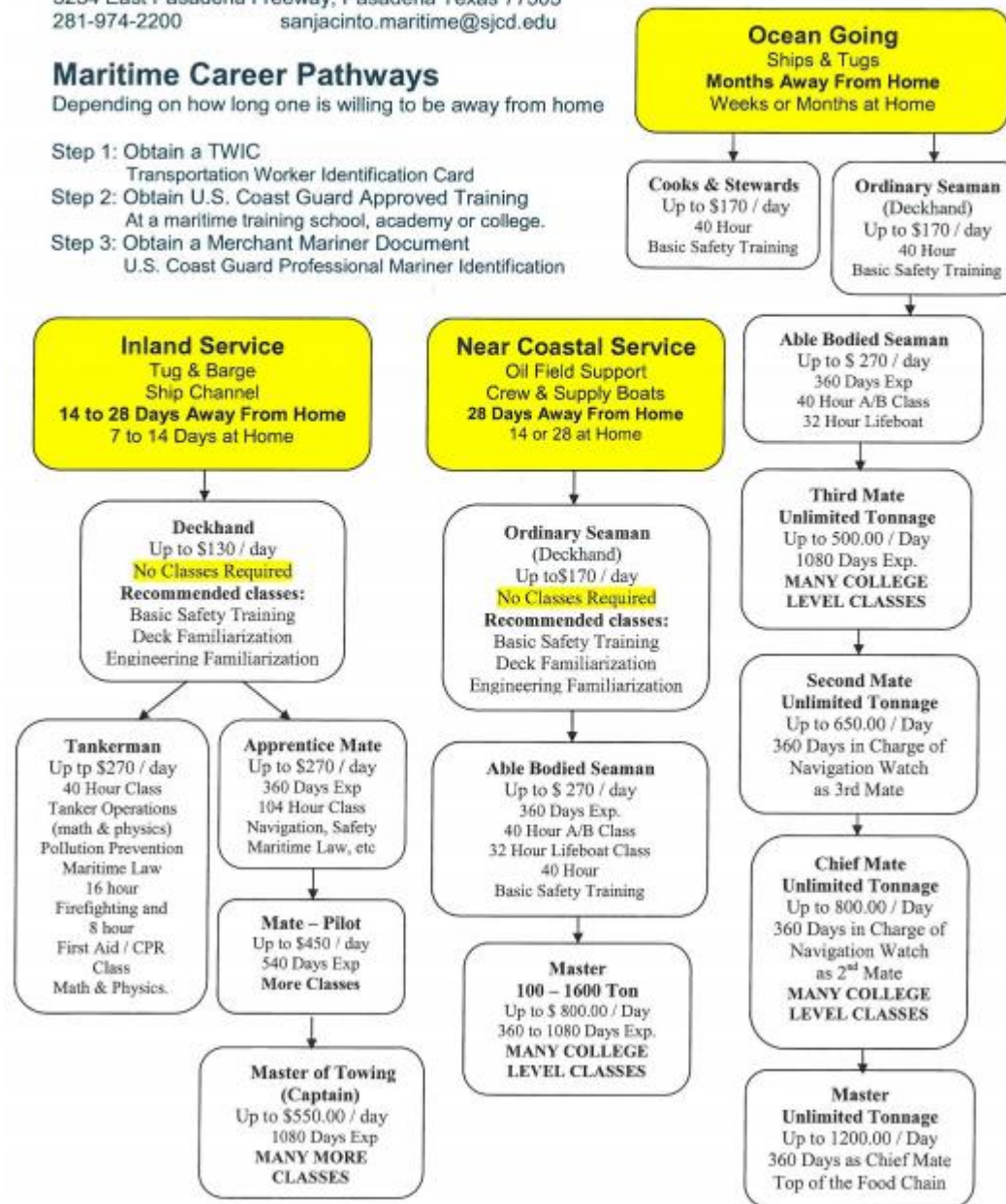
Depending on how long one is willing to be away from home

Step 1: Obtain a TWIC

Transportation Worker Identification Card

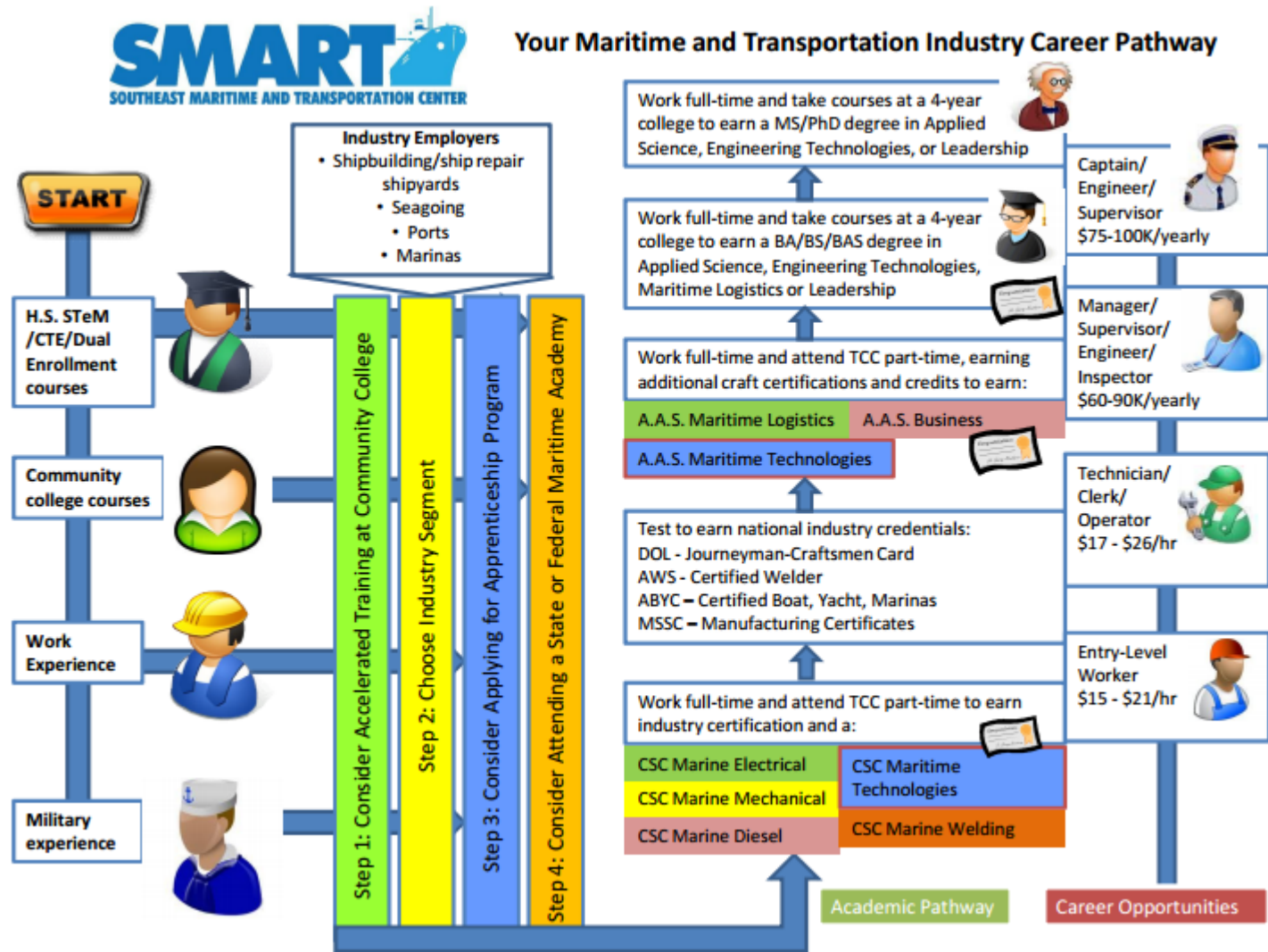
Step 2: Obtain U.S. Coast Guard Approved Training  
At a maritime training school, academy or college.

Step 3: Obtain a Merchant Mariner Document  
U.S. Coast Guard Professional Mariner Identification



# Example of a Maritime Career Pathway

SMART Center, a workforce training program for the maritime industry funded by NSF



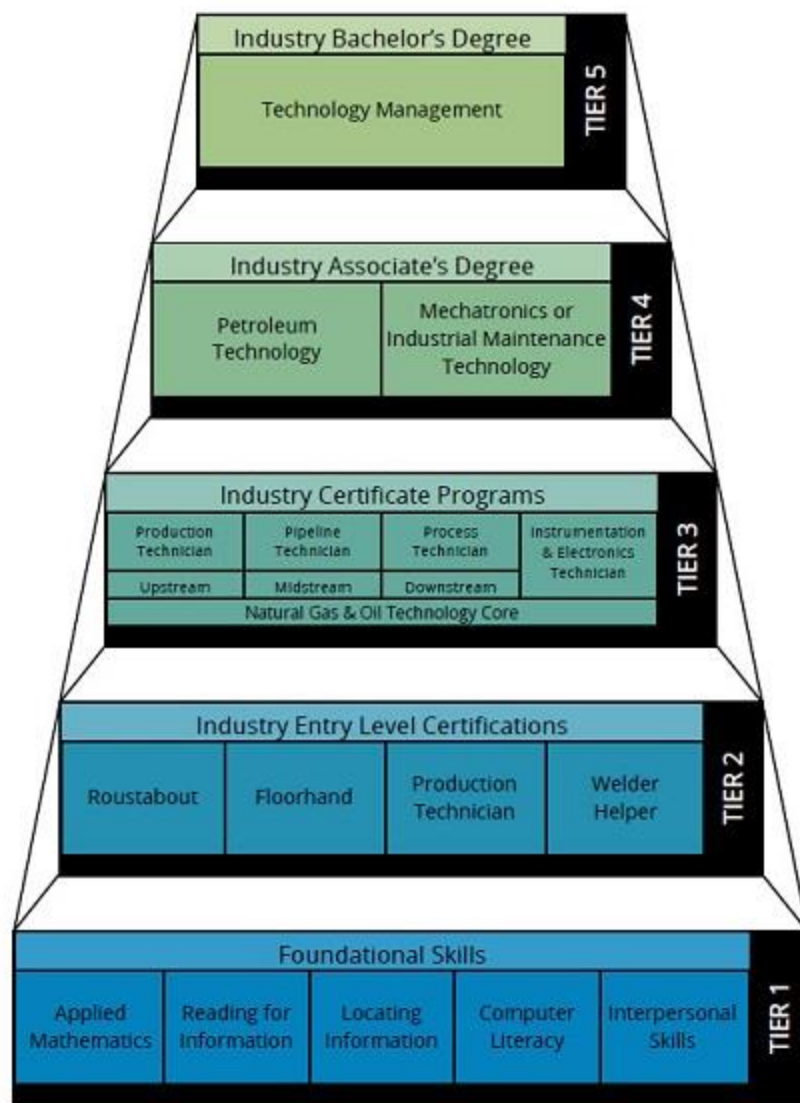
# #6

As a complement to industry-funded training, offer more **courses for credit** as a means for students to climb the career ladder and achieve portable credentials.

- Industry-funded training cannot be the sole path to develop the maritime workforce.
- The lack of accreditation standards confers flexibility in hiring, course content, and schedules – critical to industry.
- However, it also creates a barrier for students seeking to use TOPS Tech or Pell grants to access training and for career advancement in later years.

# Example of a Stackable Credential Model

ShaleNET, a public-private training partnership that spans four states to urgently fill natural gas workforce needs



#7

Extend outreach into **K12 schools** – the untapped market for maritime.

### New JumpStart Partners (among others)

<b>PUBLIC</b>	<b>PRIVATE</b>
Assumption	Bollinger
Fletcher	Candies
Lafourche	Danos
LWC	Edison Chouest
Nicholls State	Gulf Island
South Central	Oceaneering
St. Mary	Oceanwide
Terrebonne	SCIA

#8

Explore the use of **federal workforce funds** to promote maritime training.





# MARITIME WORKFORCE STUDY



## Camille Conaway

LABI Vice President for Policy and Research  
(225) 620-5711 [cpconaway@labi.org](mailto:cpconaway@labi.org)

## David Helveston

LCTCS Vice President for Workforce, Career, and Technical Education  
(225) 308-4420 [davidhelveston@lctcs.edu](mailto:davidhelveston@lctcs.edu)

