

RAISING CAREER AWARENESS OF THE BOATING INDUSTRY:

ATTRACTING THE NEXT GENERATION OF
WORKERS TO FILL THE HR PIPELINE



9:45am – 10:45am



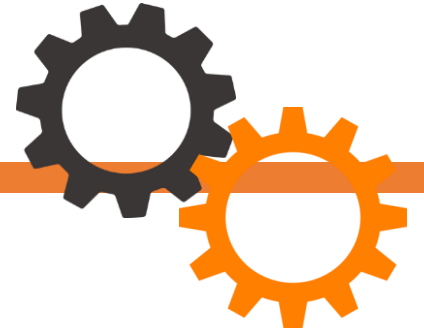
RAISING CAREER AWARENESS OF THE BOATING INDUSTRY – ATTRACTING THE NEXT GENERATION OF WORKERS TO FILL THE HR PIPELINE

Jennifer R. Curry, Ph.D., Louisiana State University



NOW is a great time to attract future workers...

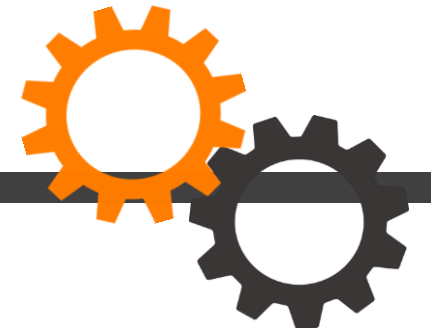
- Reauthorization of ESEA in 2015, ending NCLB
- School districts nationwide are focusing on creating more diverse post-secondary pathways including career and technical education (CTE) leading to IBCs, Associate Degrees, and other technical certificates
- Work-based learning and exposure opportunities have resurfaced as valid pedagogies for teaching content related to Industry Based Credentials and employability skills



Types of Work-Based Learning



- U.S. Bureau of Labor approved apprenticeships (1-3 years)
- Internships
- Practicums
- Job Shadowing
- Co-operative programs (Sheboygan, WI)
- Certificate programs, Dual-Credit “earn and learn”



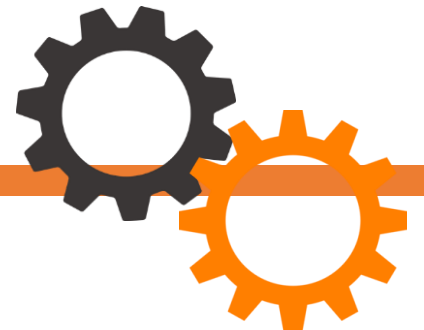
Benefits of Work Based Learning

Benefit to Student

- Integration of school experiences into the community & workplace
- Increased graduation rates
- Better preparation to assume responsibility at younger ages
- Credentialing/Certification of key skills
- Have increased focus and purpose
- Goal focused
- Develop employability/workplace skills
- Gain maturity
- Financial literacy knowledge and skills

Benefit to Employers

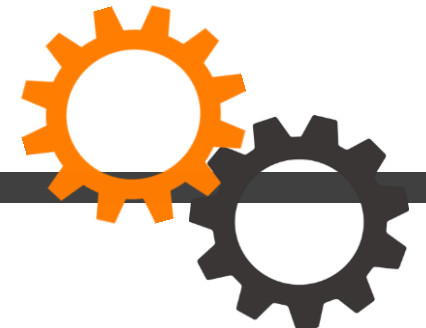
- Assist in development of a skilled worker pipeline
- Enhance skills of incumbent workers
- Identify, utilize & reward untapped resources for instruction & skill development in the job itself and current workers (more productive workforce)
- Influence curriculum enhancements to increase instructional effectiveness
- Support career advancement for students and current employees
- Improved recruitment
- Community goodwill and positive PR Lo
- Long-term workforce development
- Assessment of student potential for long-term employment
- Reduced training costs
- Reduced hiring costs
- Understanding of generational impact on company



WHY does Work-Based Learning Work?

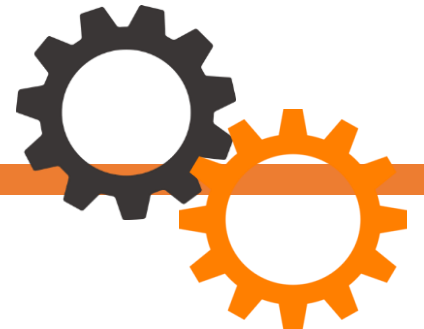
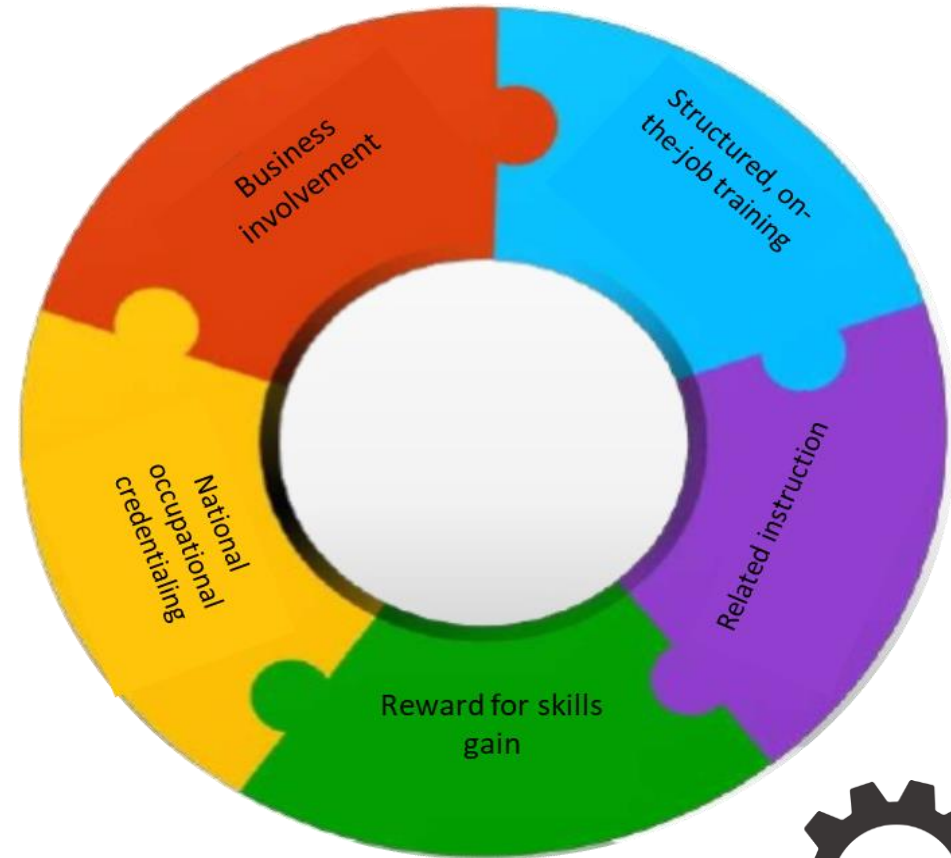
Work-Based Learning experiences offer very specific opportunities to help students better understand the nature of work and career. Examples of these include:

- Observation of the working environment
- Contact with incumbent workers and managers
- Dialogue with HR personnel and senior executives
- Participation in work tasks
- Productive, paid work experience



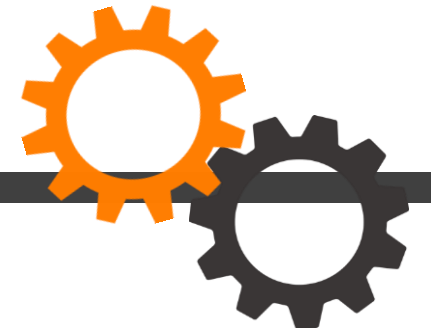
U.S. Bureau of Labor Registered Apprenticeships

- Workforce has pressured legislators and educators to better prepare students for employment; educators have pushed back asking for industry partners to invest in students growth and development in the education process
- U. S. Bureau of Labor registered apprenticeships have 5 necessary components: national occupational credentialing, business involvement, structured on-the-job training, related instruction, and reward for skills gain



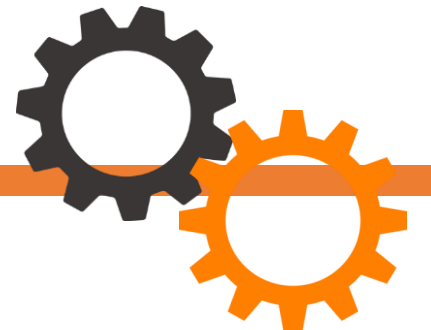
Co-operative Programs

- Co-operative programs (Sheboygan, WI): Designed for manufacturing industry jobs; students must apply and be accepted; 75-90 hours with one employer exploring various career options; co-op students are considered “Student Learners” allowing exceptions in manufacturing settings.
- However, student learner status does not override the Employment of Minors laws; rather the student learner exception limits the minor to performing some hazardous tasks to an incidental basis (less than 5% of their work time (Wis. Admin. Code DWD 270.14(3)(f)) and occasional (not a regular part of their job)



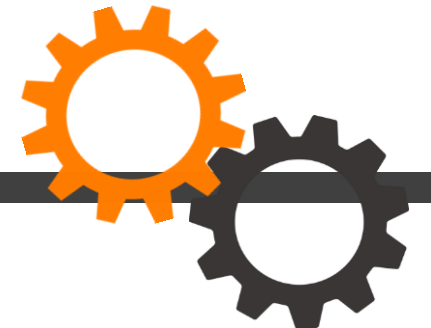
But don't wait until you have a full apprenticeship program-get involved NOW!

- Serve as Career Day speakers
- Encourage teachers to include marine manufacturing in STEM and STEAM education and provide resources (human capital, materials)
- Plant Tours (cover the cost of transportation and lunch) only for students assessed to meet interest for careers in Marine Manufacturing (e.g., Holland Codes)
- Makerfaires
- Mock Interview Days
- Job Shadow partners



STEAM Boat Building Competition

- Connect Science Concepts: Buoyancy, Water Displacement, Propulsion, Gravity, Buoyant Force
MIT's Annual Cardboard Boat Regatta
- <https://www.youtube.com/watch?v=tvjjFhyZZps>
- Sponsor your own regional regatta. Have the same type of competition but expand to include competitions relevant to students in CTE fields: artistic design, logo design, motor assembly, etc.

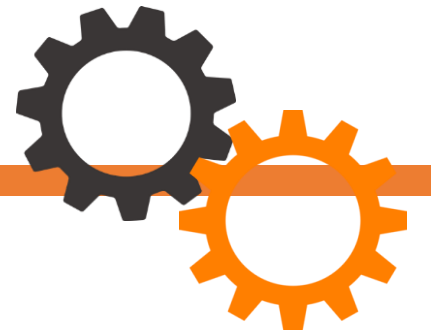


References

Every Student Succeeds Act of 2015, P. L. 114-95, 20 U.S.C. §6301 (2015).

The Manufacturing Advocacy & Growth Network.
(2013). Implementation of a work-based learning model for high school students in Northeast Ohio.

http://www.themanufacturinginstitute.org/~media/368372F6DA5946B095B1D0EBF8B88760/Implementation_of_a_Work-Based_Learning_Model.pdf





How to Find Veterans and Service Members to Fill Your Jobs

Colonel, U.S. Army (ret) Maureen Hopkins Weigl, Center for America



How to Find Veterans and Service Members to Fill Your Jobs



Today's Topics

- **Hiring Veterans is a Smart Business Decision**
- **Networking Sources for Candidate Referrals**
- **Job Posting Options**
- **Job Training / Apprenticeships**




Center For America Guides on Veteran Hiring

Download page: www.CenterForAmerica.org

Hiring Best Practices

American Jobs for America's Heroes National Guard Center for America Military Spouse Corporate Career Network Corporate America Supports You **MSEC** Employment Law • HR • Training • Surveys

Guide to Recruiting and Hiring Veterans, National Guard Members and Reservists
Small Employer Edition



Center for America
www.CenterforAmerica.org
Updated July 21, 2016

Download Additional Copies of this Booklet or Updates at:
www.CenterForAmerica.org/bpg.html


A more extensive version for larger employers is also available on this web page.

Register to Post Jobs for Veterans, National Guard members and Reservists at:
www.CenterforAmerica.org/register.html

Networking


Center for America

CFA Networking Guide to Hiring National Guard Members, Veterans and Reservists



May 9, 2018


Download the most current free edition here:
www.CenterForAmerica.org/networking.html



Federal Tax Credits

American Jobs for America's Heroes National Guard Center for America Military Spouse Corporate Career Network Corporate America Supports You **PHILLIPS 66** Corporate Sponsor

Federal Tax Benefits for Hiring and Employing Qualified Veterans, National Guard Members and Reservists
Updated and Revised Subsequent to Laws Enacted in 2015
Current as of February 22, 2016



Center for America
www.CenterforAmerica.org

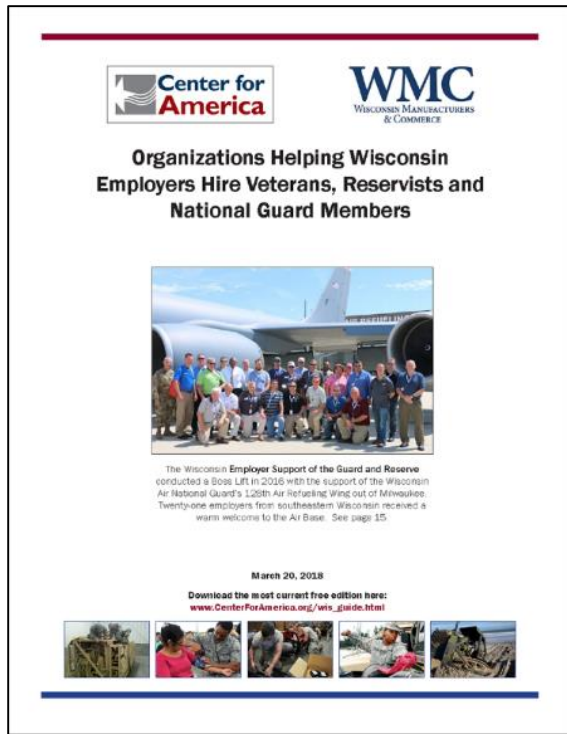
Download Additional Copies of this Booklet or Updates at:
www.CenterForAmerica.org/tax_benefits.html

Register to Post Jobs for National Guard at: www.CenterforAmerica.org/register.html

Free CFA State Guides on Veteran Referral Sources

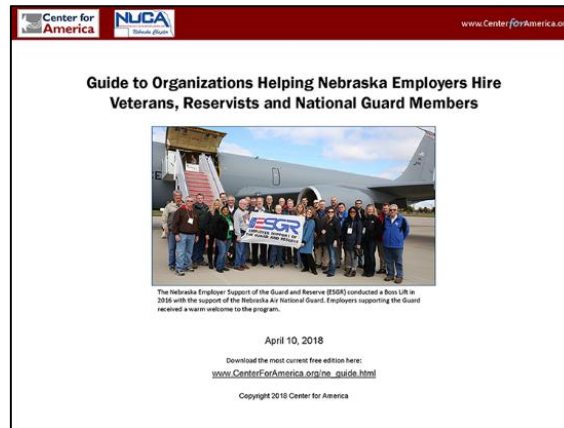
Download page: www.CenterForAmerica.org

Wisconsin



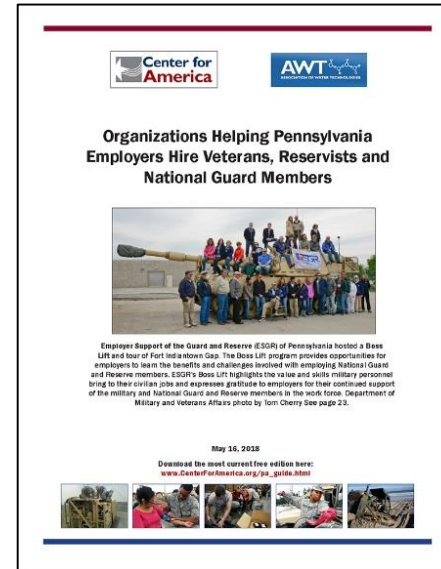
The cover of the Wisconsin State Guide features the Center for America logo and the Wisconsin Manufacturers & Commerce (WMC) logo. The title is "Organizations Helping Wisconsin Employers Hire Veterans, Reservists and National Guard Members". A large photograph shows a group of people in front of a military aircraft. Below the photo, text describes the Wisconsin Employer Support of the Guard and Reserve (ESGR) Boss Lift program. At the bottom, there is a date "March 20, 2018" and a download link: www.CenterForAmerica.org/wis_guide.html. A row of small images at the bottom shows various scenes of military and civilian interaction.

Nebraska



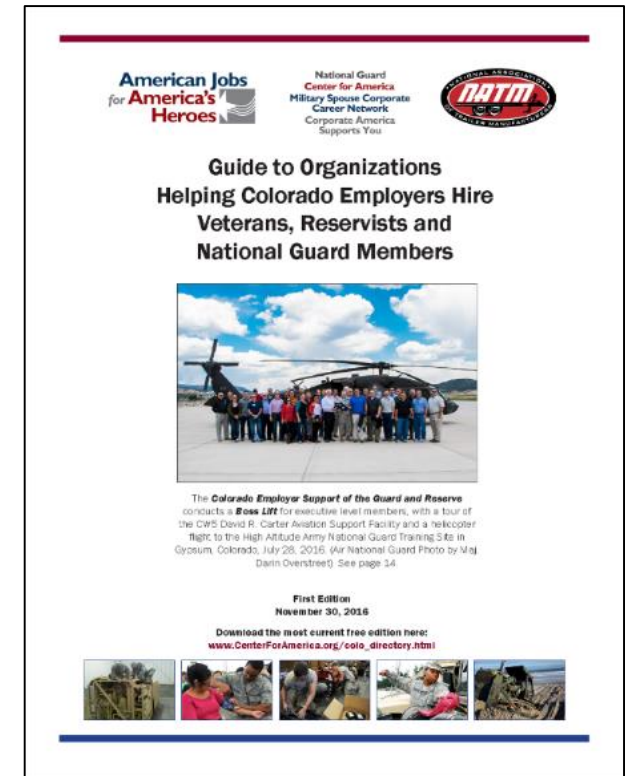
The cover of the Nebraska State Guide features the Center for America logo and the National Guard Air National Guard (ANG) logo. The title is "Guide to Organizations Helping Nebraska Employers Hire Veterans, Reservists and National Guard Members". A large photograph shows a group of people in front of a military aircraft. Below the photo, text describes the Nebraska Employer Support of the Guard and Reserve (ESGR) Boss Lift program. At the bottom, there is a date "April 10, 2018" and a download link: www.CenterForAmerica.org/ne_guide.html. Copyright 2018 Center for America.

Pennsylvania



The cover of the Pennsylvania State Guide features the Center for America logo and the American Workforce Technology (AWT) logo. The title is "Organizations Helping Pennsylvania Employers Hire Veterans, Reservists and National Guard Members". A large photograph shows a group of people in front of a military aircraft. Below the photo, text describes the Pennsylvania Employer Support of the Guard and Reserve (ESGR) Boss Lift program. At the bottom, there is a date "May 16, 2018" and a download link: www.CenterForAmerica.org/pa_guide.html. A row of small images at the bottom shows various scenes of military and civilian interaction.

Colorado



The cover of the Colorado State Guide features the American Jobs for America's Heroes logo, the National Guard Center for America Military Spouse Corporate Career Network logo, and the NATM logo. The title is "Guide to Organizations Helping Colorado Employers Hire Veterans, Reservists and National Guard Members". A large photograph shows a group of people in front of a military aircraft. Below the photo, text describes the Colorado Employer Support of the Guard and Reserve (ESGR) Boss Lift program. At the bottom, there is a date "First Edition November 30, 2016" and a download link: www.CenterForAmerica.org/colo_directory.html. A row of small images at the bottom shows various scenes of military and civilian interaction.

Recently Added on CFA Home Page
Minnesota

Hiring Veterans and Service Members Is a Smart Business Decision



Veterans, National Guard and Reservists:

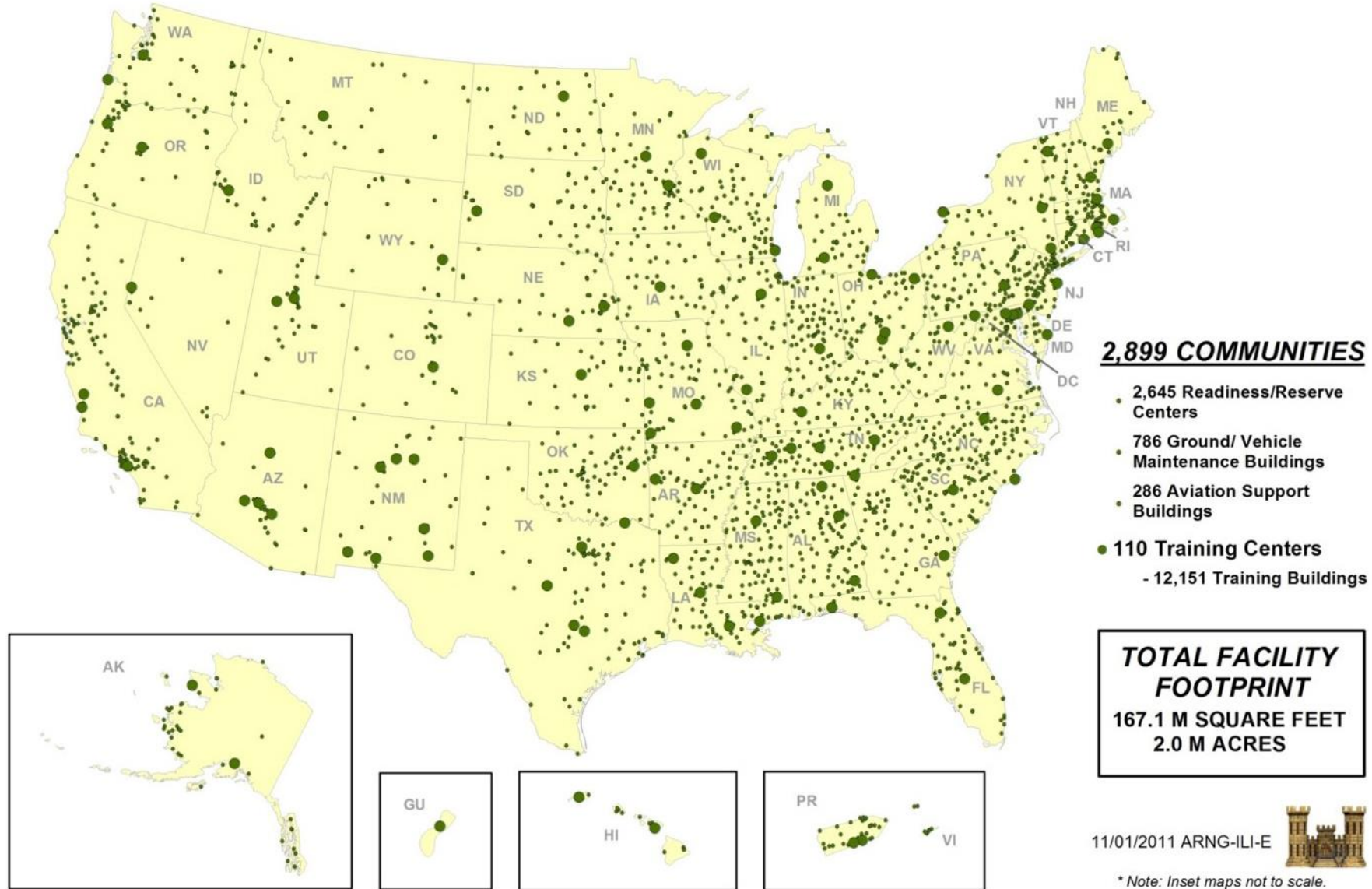
1 million looking for full-time jobs and careers

200,000 leaving the military every year

1.8 million veterans working on minimum wage



Army National Guard Locations – 340,000 Active Members



Continuous Military Training

- **Military Occupational Specialty training – 14 to 21 weeks**
- **Continuous training, mentoring and evaluation in specialty teams in all branches of military service**
- **Real-world experience gained while applying skills in demanding environments all over the world in life-and-death situations**
- **Tens of thousands of veterans have skills and expertise equivalent to your most advanced employees**



Networking Sources for Candidate Referrals



Steps to Get Ready to Ask Referral Sources for Help

- Update the job descriptions so they are truly current
- Include your job supervisors to ensure their input is reflected in postings and job descriptions
- Poll current employees to learn if you have National Guard, Reservists or veterans on staff who would like to help your company hire more Guard and veterans
- Prepare a succinct description of your job and your company to give to referral sources with the posting



Engaging with Veteran Referral Teams and Sources

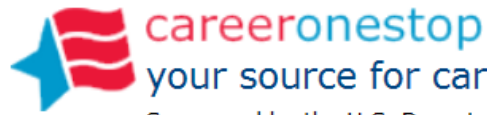
- **Create relationships - treat them like valued partners**
- **Calibrate your expectations to what their role is**
- **Provide clear and compelling materials to pass along**
- **Explain industry and career opportunities, not just today's jobs**
- **Follow-up regularly with helpful feedback on results**
- **Meet them in person if possible**



American Job Centers

<https://www.careeronestop.org/localhelp/find-american-job-centers.aspx>

- **State Labor Department registry for veterans seeking jobs**



your source for career exploration, training & jobs

Sponsored by the U.S. Department of Labor. A proud partner of the [americanjobcenter](#) network.

[Español](#)

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Find Training ▼

Job Search ▼

Find Local Help ▼

Toolkit ▼

Resources For ▼

American Job Center Finder

[Help Page](#)

aboutthisdata:

This collection of contact information for American Job Centers is compiled and maintained by CareerOneStop.

[Read more](#)

Find an American Job Center in your local area.

Nearly 2,500 AJCs nationwide help people search for jobs, find training, and answer other employment related questions.

Get started by entering your location below.

Search By Location

[+ Add a new location](#)


Within

 ▼

Search 

Transition Assistance Programs

www.taonline.com/TAOffice/veteran-military-Find-TAP-office



Careers for the Transitioning Military

- My Career Tools
- Find Jobs
- Military Friendly Companies
- Small Biz Jobs
- Events & Job Fairs
- Transition Guidance
- Resources
- Employers

TAOnline » My Dashboard » Transition Offices » Search TAP Offices

TAP Office Search

Search Criteria

Branch:

State (US): or Country:

Soldier For Life Transition Complex

Record last updated: 11/01/2017

[Office](#) [Contacts](#) [Location](#) [Location Map](#)

Office Information top	
Branch	United States Army
Installation	Fort Sill
Office	Soldier For Life Transition Complex

Location top	
2502 Sheridan Rd	
Fort Sil, OK	
73503-0000	

Contacts top	
Phone	580-442-4824

Jobs near this location top	
Retail Sales Associate Cox Communications	
Part Time Retail Sales Associate Cox Communications	

State National Guard Employment Teams

To identify your state contacts: www.jointservicesupport.org/communityforces



The screenshot displays the North Carolina National Guard website. At the top, there is a banner with the text "NORTH CAROLINA NATIONAL GUARD" and a central logo. Below the banner is a navigation menu with links: Home, NC National Guard, Operations, Public Affairs, Resources, Services, NCO Resource Center, and Contact Us. The main content area features a large image of a woman in military uniform with the text "NORTH CAROLINA NATIONAL GUARD EDUCATION & EMPLOYMENT CENTER" overlaid. Below this is a yellow section titled "ABOUT US".

ABOUT US




The Education and Employment Center's purpose is to increase career opportunities for the North Carolina military community including Guardsmen, Veterans, Military Spouses, Dependents and Active Duty Soldiers. EEC has continued expanding and currently has an employment counselor for every region of the state. Our Counselors both prepare veterans for interviews and network with local employers to give those veterans the best opportunity obtaining a civilian career.

Joining Community Forces – Veterans, Reserve, National Guard

www.jointservicessupport.org/communityforces

My Ohio JCF Connection



Ohio JCF Network Providers

Select a topic: Employment

Contacts (4 results)

- Kloss, Christine Ms.**
COLUMBUS, OH
Program Support Specialist
(614) 336-7378 Ext.
christine.j.kloss.ctr@mail.mil
- Pershing, Michele Ms.**
COLUMBUS, OH
Program Support Specialist
(614) 336-7378 Ext.
michele.r.pershing.ctr@mail.mil
- Sankoe, Eboni Mrs.**
COLUMBUS, OH
Program Support Specialist
(614) 336-7378 Ext.
ewilliams-sankoe@amyx.com
- Rutherford, John Mr. National**
RESTON, VA
Emp Support National PM
(615) 415-8342 Ext.
jrutherford@amyx.com

Events

Neighboring State Events

Name	Start Date	Location	
Holiday Event: Holiday Party	12/03/2017	Terre Haute, IN	Closed
Holiday Event: Caring Place Christmas Store	12/09/2017	Indianapolis, IN	Register
Holiday Event: Drop and Shop	12/14/2017	Lansing, MI	Register
Holiday Event: Christmas at the Zoo	12/16/2017	Indianapolis, IN	Register

Announcements

Title	Date
MI 2017 Veterans Day Freebies	11/07/2017
Holiday Help MI 2017	10/26/2017
Joining Community Forces Best Practice Highlight for August 2013	08/01/2013

American Jobs for America's Heroes Campaign

U.S. National Guard • Corporate America Supports You
Center for America • Military Spouse Corporate Career Network

Distribution of free postings to employment
transition counselors in all military branches

Download flyer: www.CenterForAmerica.org/AJAH_Fast_Facts_2018.pdf

Free Registration:
www.CenterForAmerica.org

**American Jobs
for America's
Heroes**

Employers Posting Jobs
for Unemployed Vets and
National Guard Members

Register Here for
Free Job Posting!

**PHILLIPS
66**

Silver
Sponsor

American Jobs for America's Heroes National Guard Center for America Military Spouse Corporate Career Network Corporate America Supports You **WMC** WISCONSIN MANUFACTURERS & COMMERCE

AJAH Campaign Fast Facts

To Register: www.CenterForAmerica.org/register.html

American Jobs for America's Heroes is a nonprofit alliance with the National Guard to help unemployed Veterans, National Guard members, and Reservists find jobs in the private sector.

Hundreds of thousands of highly skilled candidates with military experience are looking for full-time jobs and good careers.

Campaign Management: Center for America, a nonprofit, is coordinating the campaign under a written agreement with the Army National Guard. www.CenterForAmerica.org

Campaign Overview: AJAH's mission is to encourage employers across America to provide free job postings that are provided to employment transition counselors in all military branches who match with job candidates. More than 2,300 employers are participating.

Job postings made via the campaign are accessible by military transition teams and candidates through a secure internet technology platform donated IBM.

Two nonprofits, **Corporate America Supports You (CASY)** and **Military Spouse Corporate Career Network (MSCCN)**, manage the posting process and provide direct support to the military transition teams, employers and job seekers.

These components — AJAH, the employment transition counselors, the technology platform and the support of CASY and MSCCN — comprise a unique channel for free job postings.

Video: www.CenterForAmerica.org/video.html and www.CFAwards.org

Costs: There are no costs for employers, military job seekers or associations.

Collaboration: AJAH is complementary to efforts by job fairs and *Hiring Our Heroes*.

Campaign Sponsorship: Major corporations, foundations and trade associations.

Ongoing Campaign: This is not a limited-time event. Employers can post jobs as openings arise throughout the year.

Employer Support: Employers receive personal help at no cost in screening candidates and understanding how military training experience relates to job requirements.

Campaign Supporters: more than 160 trade associations, including 29 State Chambers have encouraged their members to post jobs for veterans and service members via AJAH.

Best Practices Guide for Small Employers in Recruiting and Hiring National Guard Members, Veterans and Reservists

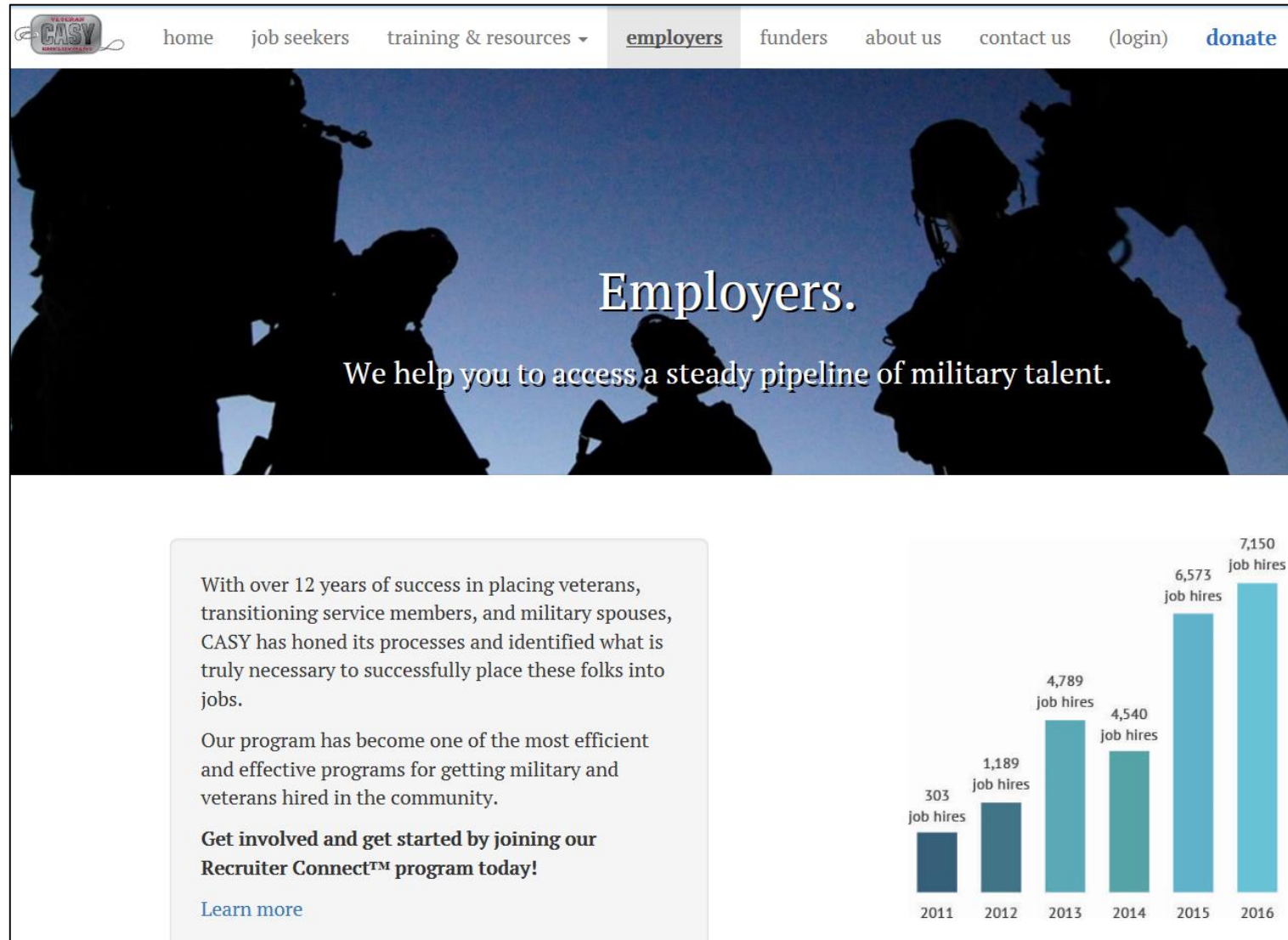
This **Free** Guide is tailored for employers relying on smaller HR functions and company leaders to recruit new employees. It provides short summaries for each of 28 best practices along with action steps and insights to give you a head start and help avoid time-wasting mistakes. Links to government agencies and nonprofit resources are included. 20 Pages

Free Download
www.CenterForAmerica.org/bpg.html

For information on how you can support **American Jobs for America's Heroes**, please contact Steve Nowlan, President, Center for America at SNowlan@CenterForAmerica.org or 201-613-0379

Corporate America Supports You (CASY)

<https://casy.us/employers>



home job seekers training & resources **employers** funders about us contact us (login) donate

Employers.

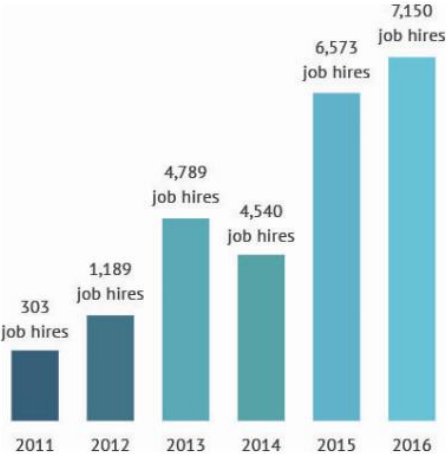
We help you to access a steady pipeline of military talent.

With over 12 years of success in placing veterans, transitioning service members, and military spouses, CASY has honed its processes and identified what is truly necessary to successfully place these folks into jobs.

Our program has become one of the most efficient and effective programs for getting military and veterans hired in the community.

Get involved and get started by joining our Recruiter Connect™ program today!

[Learn more](#)



Year	Job Hires
2011	303
2012	1,189
2013	4,789
2014	4,540
2015	6,573
2016	7,150

Hiring Our Heroes – U.S. Chamber of Commerce

www.uschamberfoundation.org/hiring-our-heroes



U.S. Chamber of Commerce Foundation

WORK

BLOG

TOPICS

EVENTS

PUBLICATIONS

ABOUT

Hiring Our Heroes

Hiring Our Heroes is a nationwide initiative to help veterans, transitioning service members, and military spouses find meaningful employment opportunities.

[DONATE TODAY](#)

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[Strategic Partners](#)

[Staff](#)

[Award Programs](#)

[FAQ](#)

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[Digital Programs](#)

[Fellowships](#)

[SHARE PAGE](#)

CHOOSE
A PATH
TO GET
STARTED



VETERANS



SPOUSES



EMPLOYERS

Student Veterans of America (SVA)

<http://StudentVeterans.org>

- **SVA is a 501(c)(3) nonprofit coalition of student-veteran groups on college campuses**
- **Currently 1,300 SVA locations and more than 500,000 student veterans**
- **College and University SVA groups and Vet Center locations are a great opportunity for employers to connect with veterans.**
- **Many SVA chapters conduct networking events, opportunities for employers to talk about careers in their industry, and other chances to connect.**



Additional Free Candidate Referral Sources

- Team Red, White & Blue www.TeamRWB.org
- Team Rubicon <https://TeamRubiconUSA.org>
- Mission Continues <https://MissionContinues.org>
- Iraq & Afghanistan Veterans of America (IAVA) <https://iava.org>
- Marine for Life www.MarineForLife.org
- Soldier for Life <https://SoldierForLife.army.mil/employment>
- Citizen Soldier for Life <https://www.jointservicesupport.org/communityforces/>



Job Posting Options



Create Effective Job Postings

- **Describe future growth of your industry and company**
- **Describe career opportunities and benefits**
- **Focus on required skills, not on “required” credentials**
- **Describe ways your company is “military friendly”**
- **Review postings with employees who are veterans**
- **Provide posting directly to military transition counselors**
- **If posting doesn’t attract candidates, revise it!**



Free Job Posting Distribution

- **Your state's American Job Center at State Dept of Labor**
- **National Guard employment transition team**
- **TAP Program offices in your states**
- **American Jobs for America's Heroes**
- **Nonprofit veteran support groups in your area**



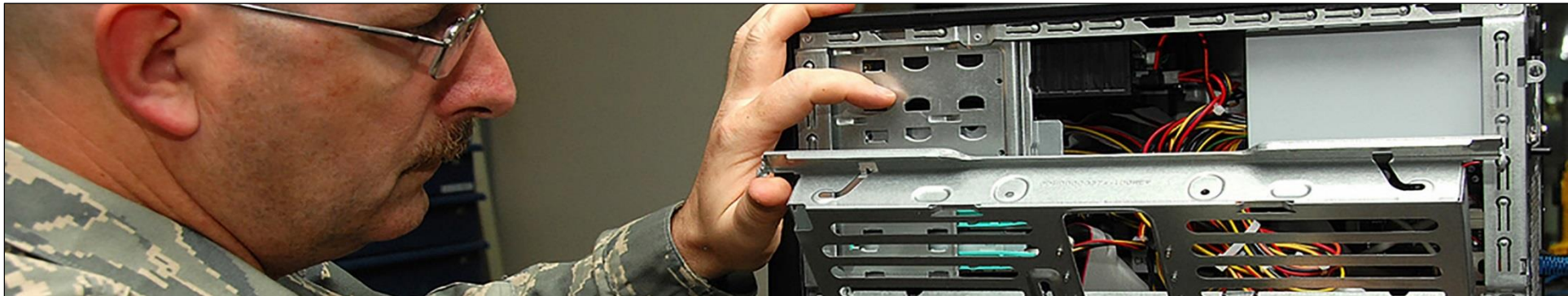
Job Training / Apprenticeships



U.S. Department of Labor Apprenticeship Registration

<https://www.dol.gov/apprenticeship/index.htm>

- **Apprentices are full-time employees; Employers must be involved**
- **Structured outline of skills to be learned through program**
- **Minimum of 144 hours of education required which may be completed at community college, online, correspondence, with vendors or a mix of all**
- **A progressive increasing wage is required**
- **Graduates receive completion certificate from US DOL Office of Apprenticeship, recognized throughout USA and Canada**



GI Bill Educational Benefits

- U.S. Veterans Administration may pay benefits to a veteran for approved training programs
- May include employers' approved formal training program
- State Approving Authority approves apprenticeships and OJT programs: <http://nasaa-vetseducation.com/contacts.aspx>
- OJT Programs include between 6 and 24 months of workplace training
- Veterans sign training contract with employers for specific period and receive certification or journeyman status at the end



Action Step Summary

- Review the organizations that may be able to help you
- Create a networking strategy by prioritizing referral sources
- Update your job postings and prepare brief company information
- Call the organizations to learn which can help and how
- Follow-up in a timely way to develop relationships
- Expand your networking relationships until you get results



Contact us for individual and confidential help:

Maureen Weigl, mweigl480@comcast.net

Marianne Watson, MEWatson77@gmail.com

Steve Nowlan, SteveNowlan@CenterForAmerica.org

Register to post jobs at no cost:

www.CenterForAmerica.org





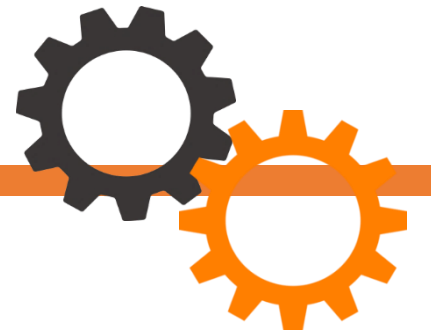
RAISING CAREER AWARENESS OF THE BOATING INDUSTRY – ATTRACTING THE NEXT GENERATION OF WORKERS TO FILL THE HR PIPELINE

AMANDA BOWEN, CEO, MANUFACTURERS ASSOCIATION OF FLORIDA



Positively Influence Future Workforce?

1. Baby Boomers: Tap into current resources
2. In-house Training: Teach what you need (If you build it, they will come)
3. Automation: Human-Machine collaboration
4. Join Forces: Public-private partnerships
5. Education Techniques: Support or join Apprenticeship programs

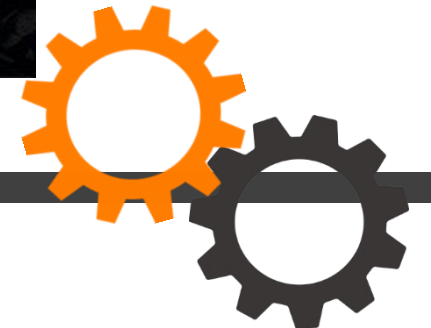
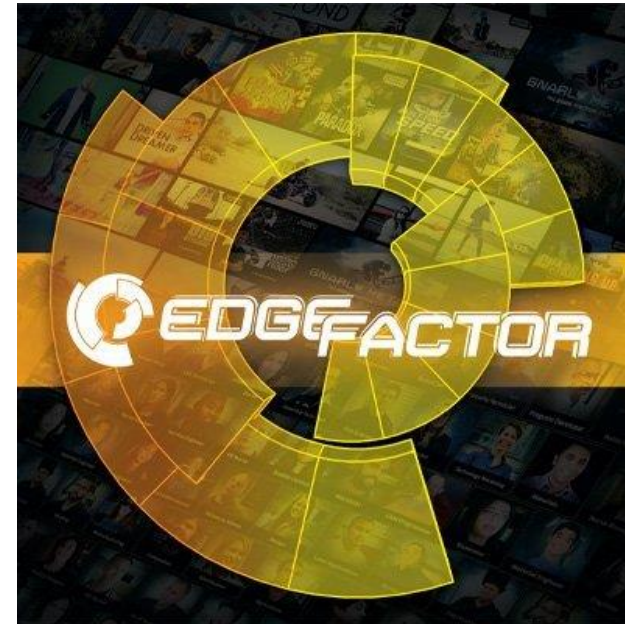


It's Not An Awareness Problem, It's A Perception Problem

Change the image of the industry?

What image can we put out?

Who is carrying the image?



Free Gift For You...

www.EdgeFactor.com

EDGEFACTOR Library Join Code **MAF** Dream It. Do It. Florida - Manufacturers Association of Florida

INSPIRATION
Award winning films and TV shows that inspire career exploration.
[Learn more](#)

EXPLORATION
Tools to help you explore diverse industries and career pathways.
[Learn more](#)

Click to find solutions created for you...

K-12 Schools **Post Secondary Schools** **Industry** **Workforce Development** **Parents** **Students**

Home
Browse
Inspiration
Exploration
Preparation
Connection
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IBEX2019

Best question to ask: “What is manufacturing?”

Manufacturing Month

www.MFGday.com

More than 2,100 events nationwide already scheduled

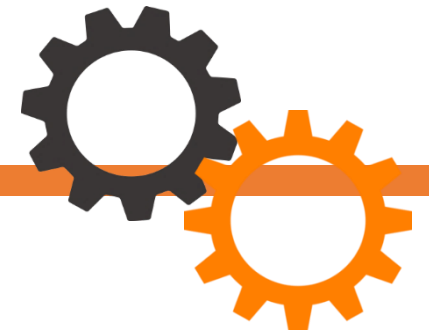




1. Parents First – Re-educate

2. Students Second – Make it personal

Example: Open House Night



Touching Policy: Rebranding, Industry 101

Modern problems call for modern solutions (adapt engagement techniques)

Show creative and new ideas to inspire creative and new ideas.

- Apprenticeship Program (requires industry to take control)
- Crossover careers (successful with veterans)



Challenges and Solutions in

Solutions in



Thank you sponsors

