

## Greater Los Angeles Transportation & Warehousing Sector Educators Meeting June 29, 2016

### Attendees:

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Marcy Drummond	Senior Fellow, Transportation Workforce Institute	Los Angeles Trade Technical College
Leticia Barajas	Vice President	Los Angeles Trade Technical College
Mayra Basteris	ABEG Job Developer	Pasadena City College -NonCredit Division
Ken Bolding	Curriculum Developer, Transportation Workforce Institute	Los Angeles Trade Technical College
Raj Dhillon	Adjunct Instructor	Saddleback College
Dennis Garcia	Professor, Logistics and Global Trade	ELAC
Leah Goold-Haws	Director, Global Trade & Logistics	Long Beach City College Pacific Coast Campus
Jesus Guerra Jr	Director, Transportation Workforce Institute	Los Angeles Trade Technical College
Esther Landin	Workforce Development Special Projects Manager	North Orange County Regional Consortium for Adult Education
Tyler Reeb	Director of Research	CITT
Fred Trapp	Admin Dean, Research	Long Beach City
Sal Veas	Department Chair	Santa Monica College

### Meeting Outcomes:

- Began outlining challenges and potential goals for a regional workforce development framework for action. This framework could serve to inform the LA/OC Consortium regional plan for transportation/logistics.
- Identified potential strategies/activities for regional collaboration to include in the action framework.

### Meeting Notes:

#### *Challenges, Opportunities, Resources*

Challenge - Students inability to problem-solving on the job is a big issue. Many students lack work experience where they learn how to solve work-related problems.

Challenge - No access to job information specific to transportation and logistics. Students are sent to Career Services where they mostly receive general information...not specific to this industry.

Opportunity – Develop a job bank where employers can post openings

Challenge – consistent access to labor market data/analysis and inability to provide this information to students in a consumable way.

Resource – Labor market analysis available on the [SWTWC website](#). The [Priorities and Needs Report](#) identifies areas where skill development is most important for employees as well as key transportation careers in the Southwest Region of the U.S. as well as demands in specific markets within the region. Detailed labor market demand and wages are included.

Opportunity – connecting with LAUSD pathways to further engage students and provide exploration opportunities

Challenge – explicit and direct ways of teaching 21<sup>st</sup> Century skills

Opportunity – connecting with the [Gateway Cities COG](#) in manufacturing, transportation, and trade. Their initiatives include: (1) [I-5 Corridor](#) (2) [Transportation](#) (3) [Strategic Transportation Plan](#) (4) [High Speed Rail](#) (5) [SCS/SB 375](#) (6) [I-405 Corridor](#).

Challenge – materials for high school students in terms of helping them identify interests and explore careers

Challenges – ways of recognizing high school, non-credit and less than certificate/degree work.

Opportunity – digital badges

Opportunity – crowd sourcing resources

Challenge – counselors having insufficient knowledge about the industry/opportunities or preconceived ideas that precludes them from recommending it to students

Opportunity – developing materials/information for counselors, working with them directly

Opportunity – upcoming grants, working together to develop projects, etc.

### *Shared Goals, Strategies, Activities*

Capitalizing on the national Framework for Action--the cumulative work product from the National Transportation Workforce Summit in 2012-- interests, challenges, opportunities, and resources identified by the group were synthesized and 7 goals from the national framework emerged for inclusion in a regional Framework for Action:

- Increase Interest in Transportation & Warehousing Occupations
- Increase Preparation for Transportation & Warehousing Occupations
- Match Curriculum with Transportation & Warehousing Needs
- Increase Transportation & Warehousing Degree, Certificate, and Skill Portability
- Expand Transportation Workforce Access to Post-Secondary Education
- Improve Student Readiness for Transportation & Warehousing Workforce
- Increase Transportation & Warehousing Workforce Data Reliability and Accessibility

It was further discussed that these goals could be collapsed or organized around 3 thematic areas: Access, Education and Training, and Employer Integration

Potential strategies and activities were identified for each of the thematic areas as follows:

## Access

- Job board (potentially could connect with the supply chain management job board).
- Online, free or low cost, Myers Briggs assessment
- Develop common skills across all programs
- Develop a way of telling the story of the industry to youth, young adults—what a career in transportation & warehousing looks like, the opportunities, etc.
- Provide real world experiences for youth, young adults engaged in career exploration
- Develop a simple sheet with data on transportation and warehousing occupations
- Targeted media/marketing tool and materials for millennials and GenZs
- Gathering LMI in pathways and determine how to disseminate it to various users (youth, incoming students, counselors, etc.)
- Determine baseline skills that cut across transportation and warehousing
- Pilot programs together touching on all levels of education
- Data initiatives
- Virtual tours
- Job experiences – also determine what experiences we want all students to have
- Develop ways of tracking students to monitor where they go, outcomes
- Develop a council on CTE

## Curriculum

- Create curriculum modules including for 21<sup>st</sup> century skills such as problem-solving
- Standardize curriculum – get all colleges to agree and develop. Could look to TAACCCT colleges to see what's been done already.
- Pilot a demonstration project where each institution/organization gets to do what they do best
- ePortfolios ([Portfolio](#) is a potential resource for this)
- Bridge noncredit to credit in direct ways
- Develop core/common competencies for year 1, validated by industry. Look at developing level 1, level 2, level 3 competencies
- Develop regional, entry level certifications
- Create an idea lab, makerspace
- Standardize curriculum and implement it

## Employer Integration

There was insufficient time at the meeting to delve deeper into employer integration strategies and activities; however throughout the meeting ideas were generated on how to develop more and substantive relationships with employers/industry

## *Next Steps*

- Continue to refine goals, strategies, activities into a framework for action. Reach out to those who could not attend meeting to gather their input.
- Focus on Los Angeles and Orange County for developing/implementing regional plan/action. However, continue to invite/inform/include everyone from surrounding areas
- Determine date/location of next convening

## *Follow-Up Resources*

Subsequent to the meeting there was follow-up to gather some resources/opportunities that were identified during the meeting. Links to resources are provided above and below.

### *Transportation & Logistics Jobs Boards:*

[SupplyChainBrain Job Board](#) – indicate they are the world’s largest supply chain, logistics, transportation Job Board. The board is powered by [JobsinLogistics.com](#). A quick search of jobs in the Los Angeles area resulted in 256 job postings.

In addition, several online job boards allow users to enter key words and localities to search for occupations. Both provided viable job opportunities in Los Angeles and Orange County. Several searches were conducted and results showed jobs applicable for students graduating from regional programs. These job boards are:

- [www.jobs.net](#) – Here is a link to a search string for logistics using this job board: [www.logistics.jobs.net](#)
- [Career Builder](#) – Here is a link to a search string for logistics using this job board: [www.careerbuilder.com/jobs/keyword/logistics](#)
- [www.indeed.com](#) - Here is a link to a search string for logistics using this job board: [www.indeed.com/q-Logistics-jobs.html](#)

### *Interest Inventories:*

- Free, Online Myers Briggs Test: [www.my-personality-test.com/](#)
- Career Café: the [“Interests” section](#) of Career Café has the ONet Interest Profiler included with additional resources, activities, videos.
- The Summer Youth Academy, developed by TWI and the Advanced Transportation and Manufacturing Pathway at LATTC, has a section utilizing the ONet Interest Profiler with associated activities to explore interests and occupations. Here are links to these activities:
  - [Exploring Transportation Careers](#)
  - [Exploring Your Career Interests](#)