

## Seattle Maritime Academy Site Visit

The Workforce Program Sustainability Taskforce hosted a site visit at the Seattle Maritime Academy (SMA) on September 7, 2022. Multiple Washington State Legislators, over 25 community and industry partners, and college employees met for a session aimed at generating sustainable funding solutions for workforce education at Seattle Central, as well as across the state.

Collectively legislators, industry, and college employees discussed:

- Strategies for student recruitment and community engagement, with a focus on equity, diversity, and inclusion
- Resources community and industry can bring to SMA programs
- Recommended legislative and policy changes that support workforce education
- Additional program specific strategies the college should consider pursuing for program sustainability

### Action Plan

Over the 2022-2023 academic year, SMA will develop an action plan that incorporates external funding, community and industry partnerships, and internal redesigns to create sustainable funding plans.

Below is a list of action items in draft form for the Seattle Maritime Academy:

#### *Current work:*

- Address racism in higher education and maritime industry. This is complex and requires careful approaches. At Seattle Central, we will work with our Equity, Diversity, Inclusion, and Community (EDIC) leaders to craft plans and actions to recruit diverse students and employees and create a welcoming culture for all people.
- Funding from the City of Seattle and the Office of Economic Development will be used to:
  - Increase exposure to and knowledge of Seattle Skills Center (SSC) and SMA programs by BIPOC youth and young adults in collaboration with Community Based Organizations (CBOs)
  - Provide student support through direct assistance
  - Funding for holistic learning opportunities
  - Assess data to measure impact
- Connect with CBOs and partner with Youth Maritime Collaborative to bring engaging maritime awareness activities to community events.
- Create a short-, mid-, and long-term business plan
- Increase awareness of the program and options for students at the SMA (Guided Pathways, Seattle Promise, Foundation, etc)

#### **High-Priority Legislative asks:**

- Identify SMA programs as “high demand”
- Legislative funding model that better supports unique Career and Technical Education (CTE) program needs
  - Maritime needs to be called out explicitly as an industry with unique need, not just industrial or manufacturing sectors
- Faculty wage differentials based on industry salaries
- Explore partnerships with WA State Ferries

- Advocacy and support with United States Coast Guard (USCG)
  - Programs recognized as “School Ship” IAW 46 CFR 12.403 and 46 CFR 12.503
  - Consistency in requirements for Able Bodied Seaman and Qualified Member of the Engineering Department endorsement (especially sea time)

### High Priority Industry asks/contributions:

- Funding for equipment, including maintenance
- Pay students to go through training, graduate, and give them a job at the end of their training
- Partner with industry-based unions around recruitment and retention specific to BIPOC students
- Direct industry investment in training programs that serve their workforce needs
- Fund maritime career fairs around the state

### Funding opportunities:

- Career Connect WA – program needs additional money for transformational change
- Grant opportunities

### *Future work*

SMA needs funding for the following:

- Funding for fleet and specialized equipment, including maintenance
- Funding for building, docks, and waterfront property; including security, custodial, and maintenance
- Funding for specialized employees, e.g. port captain, port engineer, recruitment, job placement, community partnerships
- Funding for increased enrollment (*SMA cannot increase enrollment to solve existing problems since the current funding model loses money for each graduate produced*)
- SMA cannot solve funding issues through entrepreneurial activities alone: not the college’s primary mission

Short-term Goals (1-2 years):

- Build consensus on what success looks like
- Explore more online, evening, and weekend course offerings\*
- Industry hosted events\*+
- Student job placement upon program completion+
- Build an alumni network\*^
- Connect with community-based organizations (CBOs) and partner with Youth Maritime Collaborative to bring engaging maritime awareness activities to community events\*^
- Connections and outreach to Seattle Public Schools (SPS) and Maritime programs\*^
  - SPS career counselors for career opportunity presentations\*^
- Diversify SMA employees, focusing on meeting EDIC goals for school

Long Term (3-7 years)

- Identify sustainable funding sources
- Local workforce boards-connections, community partners/ providers leverage support service\*^
- Sustainable housing and transportation solutions for students who come from wider region+
- Professional mentorship for students\*+^
- Diversify SMA employees

\* needs to be low/no cost to college

+ requires industry partnerships

^ staffing requirement

Solved:

- Childcare subsidy – available at the college
- Cost free college – currently possible with scholarships/Promise, etc.
- Veterans Program – exists at Seattle Central, need to make connections

Not going to do, for now. May change if funding is available:

- Partnerships with SPS
  - Provide internships, apprenticeships, and other training while students are in middle and high school<sup>\*^</sup>
  - Allow high school students to take classes before they graduate (Running Start)<sup>\*^#</sup>
- Hosting Events at SMA
  - Host community events/fundraisers at SMA<sup>\*+^</sup>
  - Host/offer facilities for free for cultural events/ festivals/ meetings to build familiarity among communities of color<sup>\*^</sup>
- Industry Training
  - Custom training classes for refrigeration – will assess the curriculum to make sure it is meeting industry needs
  - Tailor-made simulator courses for trained mariners to generate revenue<sup>\*^</sup>
  - Use simulators more effectively, they are an extremely valuable<sup>\*^</sup>
  - Fee-based professional development for industry (radar, etc.)<sup>\*^~</sup>
    - » Community courses for industry
    - » WA State Ferries vessel specific simulator program<sup>+</sup>
  - Work with fish industry training like NPFVOA, Compass Courses + do not want to compete for existing pool of students
  - Increase Core Plus Maritime program funding – SMA does not have a direct role in this work.
  - Land based employment opportunities<sup>\*+^</sup>
- Racial equity training funds<sup>\*^</sup>

\* needs to be low/no cost to college

+ requires industry partnerships

^ staffing requirement

~ mission fulfillment?

# MOU needed

<p><i>What ideas do you have for SMA's recruiting plan with an emphasis to increase EDI?</i></p>	<ul style="list-style-type: none"> <li>• Cost free college</li> <li>• Build consensus on what success looks like</li> <li>• Hire recruitment consultant</li> <li>• Childcare subsidy</li> <li>• Maritime as a sector is misunderstood; many don't know what is available within the industry <ul style="list-style-type: none"> <li>• Not just a job at sea</li> <li>• Merchant mariner credentials are often mistaken for military credentials, and they are not only military related</li> </ul> </li> </ul>
<p><i>What would your company/ organization be willing to do to help recruit for SMA?</i></p>	<ul style="list-style-type: none"> <li>• Industry hosted site visits</li> <li>• USCG recruits that don't get into academy</li> <li>• Transportation solutions for students not in Ballard vicinity</li> <li>• Wrap-around services, childcare, transportation, housing, etc</li> <li>• Pay students to go through training, graduate and give them a job at the end of training</li> </ul>
<p><i>What are other ways SMA could be engaged in the community?</i></p>	<ul style="list-style-type: none"> <li>• Engage in the Highline school district's Maritime High School</li> <li>• Reach out to formerly enrolled students</li> <li>• Speak to student bodies and their parents</li> <li>• Connect with community-based organizations (CBOs) and partner with Youth Maritime Collaborative to bring engaging maritime awareness activities to community events</li> <li>• Connect with community beyond Seattle/King County</li> <li>• Work with unions to up their recruitment and retention game (specific to BIPOC students)</li> <li>• Build and maintain partnership with Ballard High School maritime program</li> <li>• Work to bring more diverse faculty <ul style="list-style-type: none"> <li>• Recruiting</li> <li>• Contract provisions</li> </ul> </li> <li>• Outreach to SPS career counselors for career opportunity presentations</li> <li>• Partner with WA State Ferries for field trips, especially for underrepresented schools</li> <li>• Career videos to increase exploration</li> <li>• Partner with K-12 programs to promote careers earlier/ younger <ul style="list-style-type: none"> <li>• K-5, middle and high schools</li> </ul> </li> <li>• Host/offer facilities for free for cultural events, festivals, meetings to bring familiarity among communities of color</li> </ul>

*What connections or resources can you or your company/organization make or provide for/to SMA (equipment, financial, connections, customers, etc)?*

- Local workforce boards-connections, community partners/ provide leverage support services
- Veterans' programs
- Racial equity training funds
- Host community events/fundraisers at SMA
- Support efforts to increase budget appropriations by raising adequate revenue (progressive) to fund SMA without expense to other necessary programs
- Internships
- 68% BIPOC workforce for students
- Specific vessel training
  - Expanded vessel training
- Industry fundraising
- Refrigeration generators
- Career Connect WA
- Port facilities, marinas, etc
- Awareness, use of our web page, etc
- 16-18 year-old students in-shop programs
- Field trips to SMA (HS++)
  - WA State Ferries to provide "First Day of Sea Time"
- Get the stories out to media, both traditional and social
- Lobby/advocate for resources for program
  - Reach out to graduates
- Tugboats, barges
- Faith-based communities
- Custom training classes for refrigeration
- Professional mentorship for students
- Better understand the messaging that works via focus groups/surveys, to market SMA and the industry

*What legislative asks or policy changes do you think would be helpful for SMA or CTE programs to the state legislature? Federal legislature?*

- Faculty wage differentials based on industry
- Maritime awareness in K-12 programs
  - K-12 curriculum alignment to more community college classrooms
- Progressive tax reform
- Specific, express inclusion of "maritime" when contemplating workforce/maritime
  - Maritime needs to be called out explicitly rather than grouped under the umbrella of "industrial" or "manufacturing" to make execution and implementation more efficient and clear
- Awareness connected to pathways and diverse opportunities
- Explore potential industry "investments" in training programs that serve their industry workforce needs
- Require state agencies participate in internships, hiring, retention, etc

*What legislative asks or policy changes do you think would be helpful for SMA or CTE programs to the state legislature? Federal legislature?*

- Additional financial support: USCG is stretched to the limit
  - Teaching vessel status
  - Full AB/QFE certification
- Funds to link-core PLVS and maritime high school to SMA as a step after high school
- Tuition grants to students from maritime programs and all schools
- Understand the expense of workforce development
  - Big equipment
  - Consumables
- Need new funding model
- Make the maritime industry a “high demand” industry
- Fund maritime career fairs around the state
- Increase vessel minimum manning
  - Require more OS & Wipers on all vessels
- Stop marijuana testing
- Increase Core Plus Maritime program funding
- Make it easier for cadets to be paid and work aboard vessels while they’re in training
- Funding for merchant mariner documents
  - Can’t afford to spend money on something you don’t know about
  - Funding exists, but how to access it?
- More accessible military sea service letters
- Legislative funding model that supports CTE program needs
- Increase federal Pell Grants
- Wrap-around services

*What could SMA be doing that they are not?*

- Tailor-make simulator courses for trained mariners to generate revenue
  - Use simulators more efficiently; they are an extremely valuable asset
- Fee-based professional development for industry (radar, etc)
  - Community courses for industry
- Online courses, where applicable
- WA State Ferries vessel specific simulator program
- Work with fish industry training like NPFVOA, Compass Courses

*What training or support could SMA provide for your company (USCG approved or non-USCG approved)?*

*What have we NOT thought of to keep SMA sustainable for future generations?*

- Capturing testimonials from graduates/mentors
- Instagram, YouTube, TikTok, etc ads
- High school career fairs and independent partnerships
- Land-based employment
- Other third-party credentials
- K-12 outreach, host more field trips
- Student wrap-around services
  - Housing
  - Childcare
- Transportation, bus/rail pass
- Expand outreach to high schools with high percentage BIPOC students
- Pay students to attend (paid internships, earn & learn)
- Scholarships
- Apprenticeships and pre-apprenticeships
- Hire more BIPOC faculty and staff
- Night and weekend classes
  - Change SMA schedule to fit students' needs
- Allow high school students to take classes before they graduate
  - Dual credit
  - MITAGS