

directions

THE VOICE OF COMPASS



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Editor: John L. Connors

THE COUNCIL OF MARINE PROFESSIONAL ASSOCIATES

COMPASS Takes Action to Promote Marine Careers

From its inception in 2008, the Council of Marine Professional Associates (COMPASS) promised to take action on the major issue confronting marine transportation industries today—the growing shortage of qualified personnel.

During 2009, COMPASS implemented the first phase of its Marine Transportation Careers Promotion Strategy, with initiatives designed to make certain that youth, their parents, educators, career counselors, and other groups such as women and displaced workers, are fully aware of career opportunities available in marine transportation, and the benefits these careers offer.

The project involved the development of print and video marine transportation careers promotional materials, the development of a Marine Transportation Careers Module for inclusion in the high school curriculum, the establishment of the foundations for a progressive marine transportation gender equity strategy, the profiling of twenty-five dynamic young marine transportation professionals, and the creation of a marine careers website.

COMPASS also contributed to the Youth Retention and Attraction Strategy and the Skills Task Force initiatives of the Newfoundland and Labrador government, as well as to the nation-wide initiative to create a National Marine Industries Sector Council.

Judged by any standards, the successful implementation of the first phase of the Marine Transportation Careers Promotion Strategy is a remarkable achievement. Arguably, for the first time in Canada, an association of marine transportation stakeholders has implemented a comprehensive, broad-based program to raise awareness of marine transportation careers utilizing the high school curriculum, the internet, women's organizations, youth and community organizations, provincial and federal government departments and agencies, and — most importantly — industry personnel.

For more details on individual initiatives of the COMPASS Marine Transportation Careers Promotion Strategy (Phase 1), see the news stories inside this issue of *directions* or visit the COMPASS website at www.compasscanada.info. For new initiatives in the planning stage, see the related story on page 4.



Sea for Yourself: Marine Transportation Careers

COMPASS promotional materials designed to appeal to youth

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Special points of interest:

- Marine Transportation Careers Promoted
- 2010 AGM in Summerside, PEI
- COMPASS National in Scope
- COMPASS On-line



Any idea what's out there?

The Marine Transportation Careers Module Lets Youth See What Marine Careers Are All About

High School Curriculum Module Developed

A major COMPASS initiative during the past year has been the development of a Marine Transportation Careers Module for the Newfoundland and Labrador mandatory high school course, Career Development 2201. With minor modifications, the module is also suitable for inclusion in high school career development courses in other provinces.

The module includes five

complete lesson plans, each with a PowerPoint presentation, other teaching resources, and student activities.

The five lessons deal with the wide range of careers available in marine transportation, specific career choices, the benefits and lifestyle options associated with marine careers, marine education and training programs and schools, and technological advances in marine

transportation.

COMPASS is making the curriculum module available in both print and electronic forms to high schools in Newfoundland and Labrador to facilitate the inclusion of marine transportation careers as a topic in the Career Development 2201 course.

The complete module is also available on the newly created COMPASS website : www.compasscanada.info.

“The student rants combine penetrating humour with sound insight to break down commonly accepted stereotypes and dispel common myths about marine careers — all in about two minutes each.”

Students Rant About Marine Careers

Creative and imaginative students at O'Donel High School in Mount Pearl, NL have produced a pair of superb Rick Mercer-like rants extolling the benefits of careers in marine transportation.

The student rants effectively combine penetrating humour with profound insight to break down commonly accepted stereotypes and dispel

common myths about marine careers—all in about two minutes each.

The ranters are O'Donel High School students Allyson Nguyen and Alex Barry. While these two are the “stars” of the rants, they were ably supported by fellow students Aaron Jeans and Ian Bulger.

Together, the students handled all aspects of the

production, including scripting, creative design, direction, and filming.

COMPASS congratulates the O'Donel students on their talented productions. We also express our gratitude and appreciation to them, and to teacher Leo Converse and school principal Michael Sutton.

Both rants can be viewed on the COMPASS website.

Phenomenal Growth—COMPASS is National in Scope

It was just two years ago, in April 2008, that a handful of dedicated marine transportation professionals met in a St John's Board Room to establish a new association to advance the collective interests of marine transportation industries in Canada.

In the two short years since then, membership in the newly formed Council of Marine Professional Associates has shown phenomenal growth—to the point that COMPASS now has members in all four Atlantic provinces, Quebec, Nunavut, and Ontario, and has truly become an association that is representative of marine transportation stakeholders in Canada.

Newest Members

COMPASS extends a warm welcome to its two newest members—Marine Atlantic and the Great Lakes and International Marine Training and Research Centre of Georgian College.

Appropriately, Marine Atlantic illustrates the

unifying link among COMPASS members, while the Great Lakes and International Marine Training and Research Centre demonstrates the strong commitment of training institutions to supporting the industry. It's the 5th marine training institution in Canada to join COMPASS so far. Welcome aboard to both!



COMPASS *Sea for Yourself*
Promotional Materials are in
Video and Print Formats

“Working in
marine
transportation is
very satisfying, and
there are very few
careers that offer
the opportunity to
work anywhere in
the world—with
great income—and
still live in your
own home town.”

Peter Adams 2009

Promotional Materials Highlight Careers

The promotion of marine transportation careers in Newfoundland & Labrador will get a major boost from print and video promotional materials produced by COMPASS.

As part of its Marine Careers Promotion Strategy, COMPASS commissioned Studio2 to develop a suite of professional promotional materials, including generic and female-specific brochures and wall posters, and a superb nine-minute video featuring young marine transportation professionals.

All of these promotional materials highlight key benefits of careers in marine transportation, such as excellent career opportunities, higher than average salaries, generous time off, excellent opportunities for women, worldwide travel, and modern amenities.

The materials will be distributed to youth, parents, educators, and others through schools, youth agencies, women’s organizations, community organizations, and government agencies. The video can also be viewed on the COMPASS website (www.compasscanada.info). Development of the promotional materials was funded under the Canada/NL Labour Market Development Agreement.

Marine Transportation Professionals Profiled

Peter Adams grew up in St. John’s, NL and knew very little about marine careers. He learned about marine transportation programs from a friend who was studying Nautical Science. He investigated further, and his career took off.

After graduation from the Marine Institute, Peter worked as an officer with Royal Caribbean before joining Marine Atlantic, where he captained the gulf ferry. He is now

Director of Fleet Operations with Marine Atlantic.

Peter is one of 25 young marine transportation professionals profiled in the Marine Transportation Careers Module developed by COMPASS for the Career Awareness 2201 course.

The profiles, 14 male and 11 female, illustrate what led these young people to pursue marine careers, their views on their work

and lifestyles, and their advice to others seeking to follow in their wake.

All 25 profiles can be viewed on the COMPASS website.



Captain Peter Adams

COMPASS AGM Set for June 10 in PEI



Set sail for Summerside
and attend
the COMPASS AGM
on June 10.

The 2010 Annual General Meeting of COMPASS is set for June 10 in Summerside, Prince Edward Island. This will be the 2nd AGM for COMPASS. The founding meeting (April 2008) and the 1st Annual General Meeting (May 2009) were held in St John’s, NL.

The 2010 AGM will be held at the Loyalist Inn, 195 Harbour Drive, Summerside. COMPASS has reserved a block of rooms at the Loyalist Inn at special rates for those attending the AGM. Non-member marine transportation companies and organizations, together with related government agencies, are welcome to send representatives as observers.

Members and observers planning to attend are encouraged to make arrangements as soon as possible by contacting John Connors, COMPASS Executive Manager, at john.connors@nl.rogers.com.

More Women Pursue Marine Careers



Jennifer Styles—the New Face of Marine Engineering?

The face of the marine workforce is changing. Studies indicate that in the not-so-distant future the faces on the world's ships will be primarily Chinese.

In our part of the world, some people are determined that the new faces will be more proportionately female. These are the new marine pioneers, women leading the way in changing the current situation where only about 2% of the world's seafarers are women—and most of these work in the cruise ship industry as cooks, porters, and waitresses.

The ocean is becoming a new frontier for women, as more and more enter

professions in marine transportation (both at sea and on shore) as deck officers, marine engineers, deckhands, superintendents, naval architects, marine systems designers, and so on.

COMPASS is completely on board. During 2009, the COMPASS Gender Equity Committee, with the support and participation of leading women's organizations, contributed to ensuring gender balance in marine careers promotional materials, initiated a project to establish target enrolments for women in marine training programs, and laid the foundation for a progressive long-term gender equity action plan for marine transportation. Watch for more to come!

COMPASS Plans New Projects

COMPASS has no intentions of resting on its laurels. It is already planning for the next phase of its marine careers promotion

The implementation of its Marine Transportation Careers Promotion Strategy (Phase 1) in 2009 was a great achievement for COMPASS (See story on page 1).

However, COMPASS has no plans to rest on its laurels. It is already planning for the next phase of its marine careers promotion.

Projected new initiatives include: an "industry ambassador kit," complete with PowerPoint presentation, video, professional profiles, and other resources, to assist marine transportation professionals who make presentations at career fairs, schools, community events, and so on; a program, including marine transportation awareness workshops for educators,

to familiarize secondary school educators with the requirements and benefits of marine careers; an initiative to profile successful young marine professionals in their home regions through community organization websites and newsletters, and other avenues such as community TV channels and newspapers; and others. Stay tuned.

COMPASS Goes On-line

COMPASS is now on-line with its own, newly designed website (www.compasscanada.info). The website, developed by Breton Solutions, is unique in design and is tailored specifically to the marine transportation industry. It contains relevant information about COMPASS, the marine transportation industry, marine transportation careers, women in marine transportation, and marine training programs and institutions.

The site also contains career information designed specifically for use by educators, youth, parents, women's organizations, and community groups. The

We're on the web

www.compasscanada.info

career materials include the marine transportation careers module, the "Sea for Yourself" video, the student rants, the young professionals profiles, and more.

The comments of visitors to the site have been universally positive—"fantastic careers video" ... "the curriculum resources are remarkable" ... "Loved the rants!" ... "Keep up the good work promoting marine careers" ... "The career profiles are just great" ... "This is the kind of resources we need to promote marine careers" ... "A tremendous website. I wish everyone in the marine sector knew about the work COMPASS is doing."