

directions

THE VOICE OF COMPASS



Volume 4, Number 1

Summer, 2012

Editor: John L. Connors

THE COUNCIL OF MARINE PROFESSIONAL ASSOCIATES

COMPASS Ad Campaign Promotes Marine Careers

A major focus of COMPASS initiatives has been to address the critical human resource shortages in marine transportation industries. To ensure that young people and their parents are made more fully aware of career opportunities in marine transportation and the benefits these careers offer, COMPASS undertook an intensive advertising campaign in Newfoundland and Labrador from late March to early May of 2012.

The marine careers promotion campaign featured newspaper ads, a suite of 30-second TV ads, and a series of 3-screen ads, such as those shown on this page, designed specifically for community TV channels (which cannot show video ads).

The promotional campaign focused on conveying key messages relating to career opportunities in marine transportation—abundant career opportunities, excellent salary and benefits, an attractive leave system, opportunities for travel quality education and training, equal opportunities for women and men, the ability to work anywhere while continuing to live in one's home community, and the flexibility to choose a sea-going or shore-based career.

The advertising campaign, which began on March 26 and finished on May 13, featured ads in all 14 regional weekly newspapers in Newfoundland and Labrador for two weeks, two video ads per hour (336 showings per week) on all Rogers and Eastlink TV Guide channels in the province for seven weeks, and two 3-screen ads per hour (336 per week) on 11 community TV Channels across the province for six weeks.

An online ad was also run for two weeks on the websites of *The Telegram* and the 14 regional weekly newspapers directing readers to a YouTube site showing the COMPASS marine careers promotion video, *Sea for Yourself*. This ad drew 1072 viewers to the video during the two-week period.

COMPASS plans to survey students enrolling in marine transportation programs at the Marine Institute and the Coast Guard College in September 2012 and succeeding years to determine the impact of the 2012 advertising campaign on their decision to enroll in these programs. A similar survey was conducted in 2010 to establish benchmarks against which to measure the impact of the advertising campaign. When completed, an analysis of the findings will be made available to members of COMPASS.

Have YOU considered a career in the Marine Transportation Industry?

compass
Council of Marine Professional Associates

I'm a Master Mariner - a great career for women!

SEA for yourself!
VISIT www.compasscanada.info

28 days on ...
28 days off...

- Strong demand for marine personnel - women and men.
- Great opportunities locally, nationally, and internationally.
- Choice of working at sea or on shore.
- Excellent salary and benefits.

SEA for yourself!
VISIT www.compasscanada.info

compass
Council of Marine Professional Associates

In this issue

COMPASS Promotes Marine Careers	1
Marine Careers Project Gets Funding	2
Major HR strategy Planned	2
Curriculum Module Going French	3
Curriculum Goes to Ontario	3
Mariners Contribute to Economy	4

Special points of interest:

- Marine Transportation Careers Promoted
- COMPASS Obtains 3-year Funding
- Making Math and Physics Marine-Related
- Why Joining COMPASS Matters

Marine Careers Promotion Plan Funded

COMPASS has received support from the Labour Market Partnerships (LMP) program of the Newfoundland and Labrador Department of Advanced Education and Skills to undertake a major three-year suite of career promotion activities in support of the marine transportation industry.

The COMPASS application for funding outlined an ambitious plan of action covering a range of activities to assist youth, parents, and educators in making career choices relating to marine transportation. The first of these was the Spring 2012 media campaign to enhance awareness of marine career opportunities, which is outlined on the first page of this newsletter.

Over the three-year period, COMPASS will reach out to youth through initiatives such as maintaining and updating its website and curriculum resource, translating the curriculum resource into French, developing a math and physics booklet with marine-based problems for high schools, sponsoring a province-wide marine careers rant contest for high school students, and surveying users of the website and curriculum resource to ensure their continuing relevance and effectiveness.

COMPASS will continue to utilize community newspapers, community TV channels, and government and non-governmental community organizations to communicate effectively to parents and other primary influencers the benefits and challenges of marine careers.

To support the ongoing use and effectiveness of teaching and learning resources such as the curriculum module, the website, brochures, and posters in the schools, COMPASS will develop and deliver a series of educator workshops focused on facilitating the use of these resources.

COMPASS will address industry-specific issues such as recruitment and retention, gender equity, and inclusion of aboriginal populations through development of media resources and initiatives specific to female and aboriginal populations. The development of a provincial marine transportation HR strategy, in collaboration with the various stakeholders, will form the focal point of a marine transportation symposium scheduled for 2014.

The funding agreement, signed on March 21, covers the period from February 2012 to February 2015.

Major HR Strategy Planned for Marine Transportation

A crucial component of the new three-year action plan to promote marine careers, being spearheaded by COMPASS, is the development of a major human resources strategy for the marine transportation industry in Newfoundland and Labrador.

The strategy, to be developed with the assistance of the province's Department of Advanced Education and Skills and in collaboration with marine transportation stakeholders, will address perceptions of the industry, its social and economic contributions, lifestyle issues, barriers to recruitment and retention, HR best practices in various sectors, the effective marketing of marine careers, and a broad range of related human resource issues.

Also addressed in the HR strategy will be gender equity and aboriginal populations. Studies and surveys relating to women and aboriginal populations, to be undertaken in collaboration with these groups, will lead into and form part of the overall human resources strategy.

While specifically addressing the marine transportation human resources issues of Newfoundland and Labrador, the strategy will have an impact on the marine sector throughout Canada. Since this province supplies a disproportionately large number of the country's marine personnel, an increase in the number of mariners it trains will benefit the industry across the country. Moreover, since most of the HR issues are common to the industry as a whole, the strategy's findings and recommendations will also have relevance in other provinces. It may also provide a template and a stimulus for similar initiatives in other provinces.

When developed, the HR strategy will serve as the focal point of a major symposium scheduled for 2014. The symposium will bring together marine stakeholders from industry, training institutes, governments, and non governmental agencies to discuss and stimulate action on progressive and effective solutions to the industry's human resource challenges.

The current and projected critical marine personnel shortages demand a sound and relevant sector-specific strategy to form the catalyst for creative, solution-oriented initiatives to what may well be the sector's most serious challenge. COMPASS is pleased and proud to be playing a leading role in a project of such critical importance to the industry.

The opportunities are endless!

Have YOU considered a career in the Marine Transportation Industry?

compass
Council of Marine Professional Associations

- Strong demand for marine personnel - women and men.
- Great opportunities locally, nationally, and internationally.
- Choice of working at sea or on shore.
- Excellent salary and benefits.
- Equal time off for sea-going positions.
- Potential to earn a diploma or a degree, or both.
- Exciting opportunities for worldwide travel.
- Opportunity to work anywhere yet live in your home community.

SEA for yourself!
VISIT www.compasscanada.info

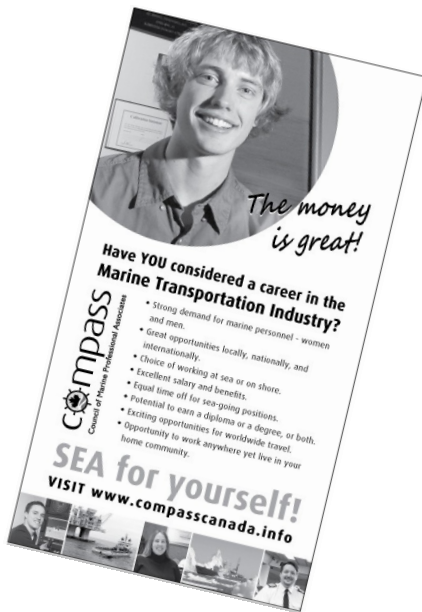
En Francais, S'il Vous Plait

Two years ago COMPASS developed the Marine Transportation Careers Curriculum Resource for inclusion as a module in the Newfoundland and Labrador mandatory high school course, Career Development 2201. The academic year 2010-2011 marked the first time such a marine transportation resource was available to career development teachers and students in the province.

Now, COMPASS, with assistance from the Labour Market Partnerships program of the Department of Advanced Education and Skills, is about to ensure that teachers and students in the more than 20 schools in Newfoundland and Labrador that deliver their curricula in French can also have the benefit of this curriculum module. COMPASS plans to translate the curriculum resource into French this year as part of its three-year action plan.

The Marine Transportation Careers curriculum resource includes five complete lesson plans, each with a Power Point 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 has made the curriculum module available in both print and electronic forms to high schools in order to facilitate the inclusion of marine transportation careers as a topic in the Career Development 2201 course. Translation of the module into French will make it available to a large number of additional teachers and students in the language of their choice, in Newfoundland and Labrador and possibly beyond. Bon travail, COMPASS!



COMPASS Curriculum Expands to Ontario

In 2010, COMPASS developed a marine transportation careers curriculum resource for use as a module in the Newfoundland and Labrador high school course Career Development 2201. Since this course is mandatory, all students in the province have an opportunity to be made more aware of the benefits of a career in marine transportation.

Recognized by the Department of Education as setting a new standard of excellence for modules available in the Career Development 2201 course, the module was included for the first time in the academic year 2010-2011.

Now, with the leadership of the Great Lakes International Marine Training and

Research Centre of Georgian College, components of the module are also being used in some schools in Ontario.

In 2011, Peter Buell, Director of the Centre, obtained approval from COMPASS to adapt the resource to ensure relevance to marine transportation on the Great Lakes. The Centre then collaborated with schools in the Owen Sound area to incorporate marine career awareness into their curricula.

This is an excellent example of COMPASS resources developed for one region having direct relevance for other areas. It demonstrates how COMPASS can and does respond to the needs of the industry.

Making Math and Physics Relevant to Marine Transportation

"If X travels at y kilometers an hour and Z travels at one and a quarter times the speed of X + 2 in the exact opposite direction ..." Vaguely familiar? Both vague and familiar to many people who have studied math or physics. COMPASS plans to do something about that vagueness. One of the projects proposed in its long-term strategy is to develop a suite of high school math and physics problems using marine transportation applications.

Representatives of COMPASS hope to meet with officials of the Newfoundland and Labrador Department of Education within the next few weeks to seek their cooperation in introducing problems with marine applications to the curriculum. These problems are meant to supplement, not replace, problems currently used by teachers. It is hoped that many teachers will use them as an additional resource, for assignments, tests, final exams, and so on. COMPASS hopes to have the problems developed by the end of this year. Will they make math and physics easier? Not likely. Increase awareness of the marine transportation industry and the career opportunities it offers? That's the plan!

Mariners Contribute to Economic Development

28 days on... 28 days off...

Have YOU considered a career in the Marine Transportation Industry?

compass
Council of Marine Professional Associates

- Strong demand for marine personnel - women and men.
- Great opportunities locally, nationally, and internationally.
- Choice of working at sea or on shore.
- Excellent salary and benefits.
- Equal time off for sea-going positions.
- Potential to earn a diploma or a degree, or both.
- Exciting opportunities for worldwide travel.
- Opportunity to work anywhere yet live in your home community.

SEA for yourself!
VISIT www.compasscanada.info

Government policy makers, both provincial and federal, have in the past given little attention to the contribution that mariners make to their province's and country's economic and social development.

Mariners tend to have higher salaries than workers in most other sectors, and their incomes—not to mention their income taxes—make a significant contribution to both provincial and federal economies. In addition, many mariners, for at least part of their careers, are employed by international shipping agencies and bring foreign-earned income into the economy.

While mariners may travel far and wide, some research has indicated that, regardless of where they work, up

to 95% of ships' officers continue to live in their home province and often in their home community. In doing so, they contribute to the sustainability of many smaller communities—building homes, supporting churches and schools, buying groceries and supplies, and so on.

Meanwhile, the critical worldwide shortage of ships' officers, combined with a sharp decline in marine training in OECD countries, makes putting resources into the recruitment and training of mariners here an economically sound investment.

And it IS an investment. The incremental cost to governments to train a ships' officer is little more than \$50,000. This officer's projected lifetime earnings are about \$5,000,000. Sounds like a no-brainer, doesn't it?

What's COMPASS to You?

As an association of marine transportation industries, COMPASS is a catalyst that provides a forum for companies to work together to address common issues with one voice. As a catalyst for the industry, COMPASS is well-positioned to influence government policy and access resources to take a proactive leadership role in addressing the industry's major issues. At present, the shortage of well-trained marine personnel is arguably the most pressing issue facing the marine transportation industry.

Since its inception four short years ago, COMPASS has responded to this challenge with a remarkable array of marine career awareness initiatives—including a professionally developed marine careers video; a marine careers website; professionally developed promotional brochures and pamphlets; a strong, well-coordinated advertising campaign using ads such as those displayed in this newsletter; an excellent curriculum module used in a mandatory high school course in Newfoundland and Labrador and in some schools in Ontario; a media-based resource kit to facilitate public presentations by industry ambassadors; a number of print and electronic resources addressing gender equity in marine transportation, as well as a draft gender equity policy; twenty-five profiles (14 male/11 female) of successful young marine professional role models; two high school rant videos on marine careers; and a well-developed network of industry, government, and non-governmental agencies that can assist in the development of effective human resource development strategies and policies. Some of the initiatives planned for the next three years are outlined elsewhere in this newsletter.

The strong focus on attracting young people to careers in marine transportation should benefit the industry as a whole, but what does COMPASS mean to you? What does COMPASS have to offer individual marine professionals and companies? The most obvious response, of course, is that what benefits the industry as a whole also benefits you and your company. But COMPASS also offers specific benefits as well. Your company's website is linked to the COMPASS website so you automatically gain exposure to all COMPASS audiences. You and/or your company also have access to COMPASS resources such as the Ambassadors Resource Kit, promotional materials, etc.

But COMPASS needs you, too. The stronger and more representative COMPASS is the more effective it can be in influencing policy and accessing resources and funding for marine-related projects. If your company is not already a member of COMPASS, join now and help strengthen its ability to advocate on behalf of the industry. To join, see *About* on the COMPASS website (www.compasscanada.info) or e-mail info@compasscanada.info.

I'm 23 - with a diploma, a degree and a great job!

Have YOU considered a career in the Marine Transportation Industry?

compass
Council of Marine Professional Associates

- Strong demand for marine personnel - women and men.
- Great opportunities locally, nationally, and internationally.
- Choice of working at sea or on shore.
- Excellent salary and benefits.
- Equal time off for sea-going positions.
- Potential to earn a diploma or a degree, or both.
- Exciting opportunities for worldwide travel.
- Opportunity to work anywhere yet live in your home community.

SEA for yourself!
VISIT www.compasscanada.info