



COMPASS Developing Marine Transportation HR Strategy

Marine Transportation human resources and workforce updates, conducted by organizations such as the Baltic and International Marine Council (BIMCO) and the International Shipping Federation (ISF), continue to make it clear that the recruitment and retention of adequate numbers of seafaring personnel is becoming an increasingly difficult challenge for OECD countries. Local studies confirm that this is equally true for Canada. In Newfoundland and Labrador the challenge to industry is also recognized as providing excellent and rewarding career opportunities for youth. Accordingly, COMPASS is developing a comprehensive long-term human resources strategy for the marine transportation industry in that province.

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 resources issues.

Among other things, the Marine Transportation Human Resources Strategy will research recruitment and retention "best practices" in other industries or jurisdictions to determine appropriate and feasible practices for the Newfoundland and Labrador marine transportation industry; survey seasoned marine personnel to learn their perceptions of the pros and cons of their careers and utilize the survey findings to improve recruitment and retention policies, practices, working conditions, etc.; and conduct a survey to identify the most promising recruitment areas and sources in Newfoundland and Labrador and incorporate the findings into the Strategy.

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 (see p. 3).

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 Newfoundland and Labrador supplies a disproportionately large number of the country's marine personnel, an increase in supply in the province 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. The Newfoundland and Labrador HR Strategy may also provide a template and a stimulus for similar initiatives in other provinces.

The Marine Transportation Human Resources Strategy will be presented to marine transportation stakeholders at a conference to be held in the Fall of 2014.



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En Français? Mais Oui!

Three years ago COMPASS developed, in consultation with the Newfoundland and Labrador Department of Education, the Marine Transportation Careers Curriculum Resource for inclusion as a module in the province's mandatory high school course, Career Development 2201.

The Marine Transportation Careers curriculum resource 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.

The academic year 2010-2011 marked the first time such a marine transportation resource was available to career development educators and students in the province. However, approximately 25 high schools in Newfoundland and Labrador deliver the provincial curriculum in French. Consequently, the English version of the Marine



Transportation Careers module could not be readily delivered to the hundreds of students in those schools.

Now these students, too, can be made fully aware of the excellent career opportunities provided by the marine transportation industry. COMPASS is now providing, in both print and electronic formats, a French translation of the complete curriculum module, along with 25 profiles of young marine transportation professionals (14 male/11 female).

The French module and profiles will be available for inclusion in the high school curriculum in 2013-2014.

COMPASS Initiatives Aim to Increase Educator Awareness

Now that the Marine Transportation Curriculum Module is available—in both English and French—to all high schools in Newfoundland and Labrador, COMPASS is taking steps to ensure that the province's educators, especially those directly involved in student career decision-making, are fully aware that they have ready access to a comprehensive and easy-to-use marine transportation careers resource.

Early in 2013, COMPASS developed a Marine Transportation Careers Awareness Workshop for educators (comprising a PowerPoint presentation, the *Sea for Yourself* video, current employment opportunities data, career ladders, salary ranges, etc.) designed to familiarize secondary school educators with the requirements and benefits of careers in marine transportation.

The Educators' Awareness Workshop is designed specifically to illustrate to educators how the COMPASS curriculum module can be used as an effective, efficient, user-friendly mechanism to enhance student awareness of marine transportation career opportunities; how the COMPASS website (www.compasscanada.info) can be used as a source of relevant and current marine transportation career information for both educators and students; and how other pertinent resources developed by COMPASS, industry, and educational training institutions can be used to enhance educators' awareness of marine transportation career opportunities, benefits, and lifestyle issues and to facilitate student career decision-making.

In addition to improving educator awareness of the Marine Transportation Careers module and related resources, COMPASS also wants to obtain feedback from curriculum module users regarding their perceptions of its effectiveness as a teaching and counseling resource and a relevant, current, and valuable source of marine transportation careers information. This feedback would then be used to implement continuous improvement measures, as appropriate.

To this end, COMPASS has developed a brief survey designed to gather feedback from as many educators involved in student career decision-making as possible. These would include career development teachers and career counselors, but possibly school administrators as well.

Consultation is currently underway with the Department of Education regarding arrangements to administer the survey to educators and to deliver the Educators' Awareness Workshop to school districts during the 2013-14 school year.



HR Strategy Targets Underrepresented Populations

The Marine Transportation Human Resources Study being developed by COMPASS (see p.1) will provide an overall strategy for the recruitment and retention of qualified personnel for the marine transportation industry in Newfoundland and Labrador. At the same time, it will include components that address marine transportation career access issues related to currently identified underrepresented populations, specifically women and Aboriginal peoples.

The general HR Strategy will incorporate a long-term Marine Transportation Gender Equity Human Resources Strategy and an Aboriginal Peoples Marine Transportation Human Resources Strategy. Each of these strategies will address areas such as education and training target enrolments, recruitment and retention, networking, communication and consultation, support mechanisms, and outreach as they relate specifically to these underrepresented groups.



While comprising components of the overall strategy, these studies will also be complete in themselves as stand-alone strategy documents appropriate for use in planning, promoting, and advocating recruitment and retention initiatives on behalf of the underrepresented populations.

These strategies, scheduled for completion in early 2014, will be developed in consultation with women and Aboriginal peoples and organizations representing these populations. They will be presented to marine stakeholders at the Marine Transportation Symposium scheduled for the Fall of 2014.

More Women Scene at Sea

Lights! Camera! Action! The spotlight is on women as COMPASS continues filming this summer for another of its marine transportation gender equity initiatives.

As part of its strategy to promote women's awareness of marine transportation careers, COMPASS will produce a promotional video along with a number of still and video ads featuring women involved in marine transportation discussing the opportunities, benefits, challenges, and lifestyle associated with their occupations.

The video and ads will feature women employed with the Canadian Coast Guard and major

marine transportation companies such as Algoma Central Marine, Canship Uglund, Oceanex, Secunda Canada Marine, and Det Norske Veritas (DNV) along with female employees and students of the Marine Institute of Memorial University.

This, along with the Marine Transportation Gender Equity Strategy also currently under development (see story above), reflects the COMPASS commitment to ensuring that marine transportation is, and is seen to be, an equal opportunity industry.

Gender equity initiatives to date include gender-balanced promotional resources, female-specific career brochures and posters, a female-oriented high school student rant, female-specific media advertisements, profiles of female professionals in marine transportation careers and training programs, and the formation of a marine transportation gender equity committee.

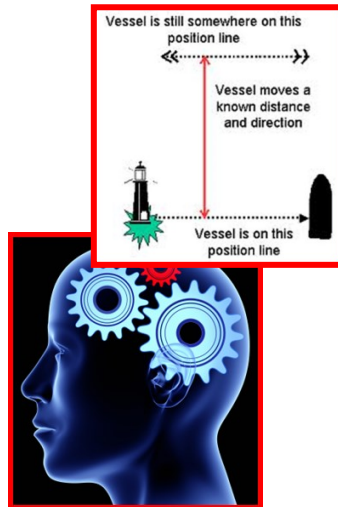
The COMPASS Gender Equity Committee will play a leading role (pun intended) in this project, as it will also in the development of the Marine Transportation Gender Equity Human Resources Strategy.

Scheduled filming dates for the *Women in Marine Transportation* video and ads were

June 15 and July 11, with the assistance of the Marine Institute and Canadian Coast Guard. Completion is scheduled for early Fall - just in time for Oscar nominations!



x+y = Sea?



The mathematics and science problems that high school students are asked to solve are often generic and unrelated to our maritime heritage or marine activities.

That's about to change—at least in Newfoundland and Labrador. In consultation with the province's Department of Education, COMPASS has developed a suite of math and science exercises with marine transportation applications for use as a supplementary resource in the high school curriculum.

These exercises deal with aspects of marine design and construction (e.g., naval architecture, marine systems design, stability) and marine transportation operations (e.g., navigation, passage planning, chart

work, marine engineering, cargo handling, marine technology, etc.).

Each exercise contains a brief storyline outlining the marine application or circumstance relating to the problem to be resolved. In keeping with the COMPASS emphasis on gender equity, the story lines are gender-sensitive and the marine professionals depicted are gender-balanced.

The 26 marine transportation exercises relate specifically to major topics in Science 1206, Mathematics 1201, and Physics 2204 and are developed at the appropriate level of difficulty for these courses. The exercises will be available to teachers for the 2013-2014 academic year.

Math + science + marine transportation applications. It adds up.

COMPASS Welcomes New Members

COMPASS membership continues to grow as recognition of its many valuable initiatives on behalf of the marine transportation industry attracts more marine-related companies and organizations from across the country. New members joining COMPASS so far in 2013 include the Company of Master Mariners of Canada, Oceanex Inc, Secunda Canada Marine, Husky Oil, the Nunatsiavut Group of Companies, and McKeil Marine.

Like the farsighted marine professionals who founded COMPASS in 2008, these new members recognize that by working together industry stakeholders can achieve more in promoting, and advocating for, the interests of the marine transportation industry. With members in all four Atlantic Provinces, Quebec, Ontario, Nunavut, and British Columbia, COMPASS constitutes a powerful catalyst for the industry, well-positioned to influence government policy and access resources to support its proactive leadership in addressing the industry's major issues.

At the same time, membership in COMPASS provides significant direct benefits to member companies and organizations. These include:

- being part of a Canadian association that is actively contributing to the promotion of marine transportation careers;
- having a voice in an organization that is developing promotional tools for the marine transportation industry;
- participating in an organization that is well-positioned to advocate on behalf of the marine transportation industry and lobby governments for desired changes to legislative, policy, and funding arrangements;
- having a company or organization website link on the COMPASS website;
- receiving the COMPASS electronic newsletter (*directions*) and remaining current with COMPASS initiatives and activities;
- having access to the Industry Ambassadors' Resource Kit to facilitate presentations promoting the marine transportation industry and highlighting careers in marine transportation; and
- having access to other COMPASS promotional resources to supplement and/or complement the members' own promotional resources.

Think about it. Together we can achieve more. If your company is not a member of COMPASS, join now and help strengthen the association's ability to advocate on behalf of the industry. To join, go to the *About* folder on the COMPASS website (www.compasscanada.info) or e-mail info@compasscanada.info.