

# Securing Louisiana's Maritime Future

*Building Pathways for the Next Generation of  
Maritime Professionals*

[The goal of these programs are to] “educate the public in a positive light about river commerce and the career opportunities that come with the most fuel-efficient, safe and environmentally friendly form of transportation.”

“We thought if you could educate school children, they would educate their parents and eventually pass along to their congressional representatives the story of the river. We also thought it could become a great recruitment tool.”

- Mark Knoy, retired president of AEP River Operations, ACBL



 WE WORK THE WATERWAYS

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**ASSOCIATED TERMINALS**

 **OpenWaters**

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 ***Cargill***<sup>TM</sup>

# The Hidden Giant of Louisiana's Economy



1 in 5 jobs in Louisiana is  
maritime-related

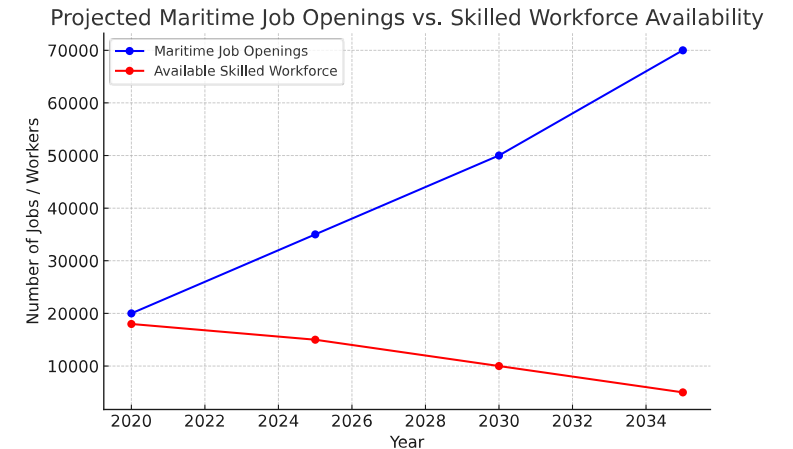
[LATRANSPORTATIONPLAN.LA.GOV](http://LATRANSPORTATIONPLAN.LA.GOV)



**Problem:** There is very little structured career outreach in schools compared to other industries.

# Meeting Louisiana's Maritime Workforce Challenge

- A 2015 study conducted by LABI in collaboration with LCTCS revealed that companies expect between 25-50%+ of their skilled maritime workers will retire in the next decade
- **High demand:** Projected maritime job openings outpace training availability
- **Low awareness:** Students, parents, and educators don't understand maritime career pathways

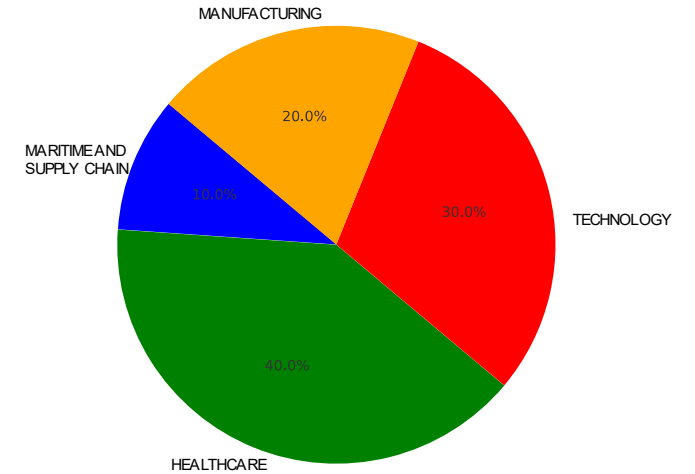


# The Competition is Beating Us to the Classroom

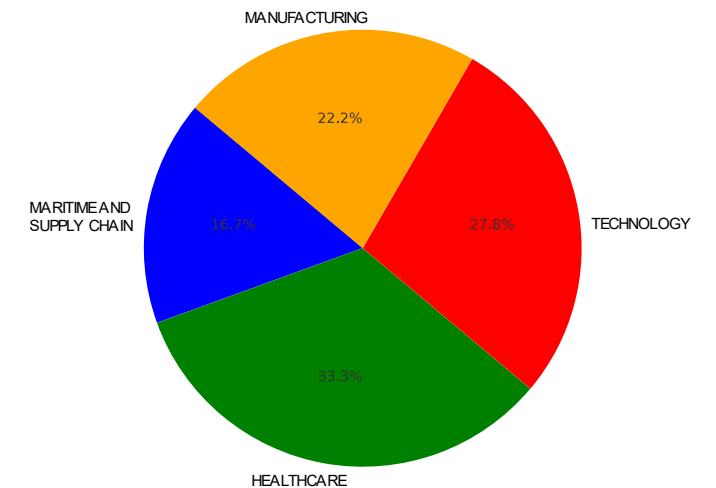
*Other industries (healthcare, manufacturing, tech, and military) engage students early, leaving maritime overlooked.*

**Result:** *Students don't even consider maritime careers, despite the high-paying opportunities.*

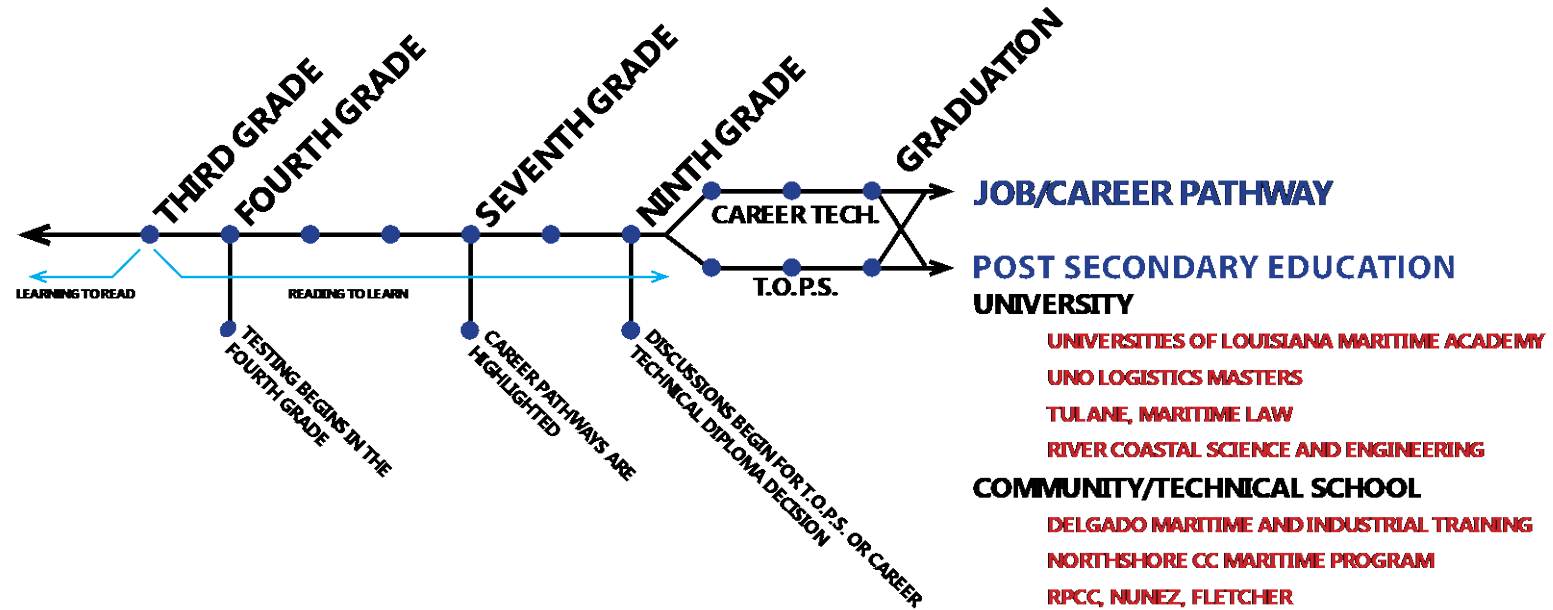
Student Outreach Programs in Louisiana



GDP Contribution by Industry in Louisiana



# Louisiana Education Roadmap



## ELEMENTRY OUTREACH

LOUISIANA CHILDREN'S MUSEUM

## MIDDLE SCHOOL OUTREACH

JR. ACHIEVEMENT

NEW ORLEANS MILITARY & MARITIME ACADEMY (NOMMA)

INDUSTRY INTERACTION DAYS

PARTNERSHIPS WITH LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM, HIGH SCHOOL LECTURES & CAREER FAIRS

COLLABORATIONS WITH LOCAL PARTNERS & INDUSTRY GROUPS TO PROMOTE THE IMPORTANCE OF THE WATERWAYS

## COMMUNITY/TECHNICAL SCHOOL

DELGADO MARITIME AND INDUSTRIAL TRAINING

NORTHSHORE CC MARITIME PROGRAM

RPCC, NUNEZ, FLETCHER

DELGADO TECHNICAL TRAINING

## APPRENTICESHIP/MENTORING/TRAINING



PROPELLER CLUB/STUDENT PORT PROGRAM

MVTTIC SCHOLARSHIPS

WIMOs

# Why Career & Technical Education (CTE) Matters in Louisiana

**56% of Louisiana jobs require skills training**—more than a high school diploma but less than a 4-year degree.

**Only 46% of Louisiana workers are trained** at this level.

**CTE programs bridge this skills gap**, especially in key industries like:

- Advanced Manufacturing
- Agribusiness
- Water Management
- Process Industries

 **125,928** secondary CTE participants (2021-2022)

 **34,347** postsecondary CTE participants (2021-2022)

 **22,448** credentials earned by postsecondary CTE students (2021-2022)

 **93.4% graduation rate** among CTE concentrators (vs. 83.1% overall)



# No Established Path for Maritime and Logistics Careers



## JUMP! START! Pathway Brief



## TRANSPORTATION, DISTRIBUTION, & LOGISTICS

For incoming freshmen beginning 2020–2021

### OVERVIEW

The Transportation, Distribution, and Logistics Jump Start 2.0 Pathway focuses on the planning, managing, and moving of people, materials, and goods by road, pipeline, air, rail, and water. Pathway coursework will also equip students to provide professional and technical support services for transportation infrastructure planning and management, logistics, mobile equipment and facility maintenance. Pathway coursework will also equip students with skills to pilot drones.

### COLLEGE AND CAREER CONNECTIONS

Finding high-wage career opportunities directly out of high school can be challenging. It typically requires advanced capstone credentials accompanied by work experience and/or apprenticeships in the field.

High School to Career	Community/Technical College to Career	University to Career
Automotive Body Repair Apprentice	Collision Repair Technician	Automotive and Logistics Engineer
Automotive Information Helper	Automotive Technician	Mechanical Engineer
Drone Pilot	Aviation Airframe Maintenance Mechanic	Commercial Pilot

# In-Demand Occupations

1. Boat Captains

2. Maintenance Mechanics

3. Forklift Operators

4. Welders

5. Logistics Technicians

6. Machinists

7. Electricians

8. Pipefitters

9. Marine Engineers

10. Assembly/Utility Operators

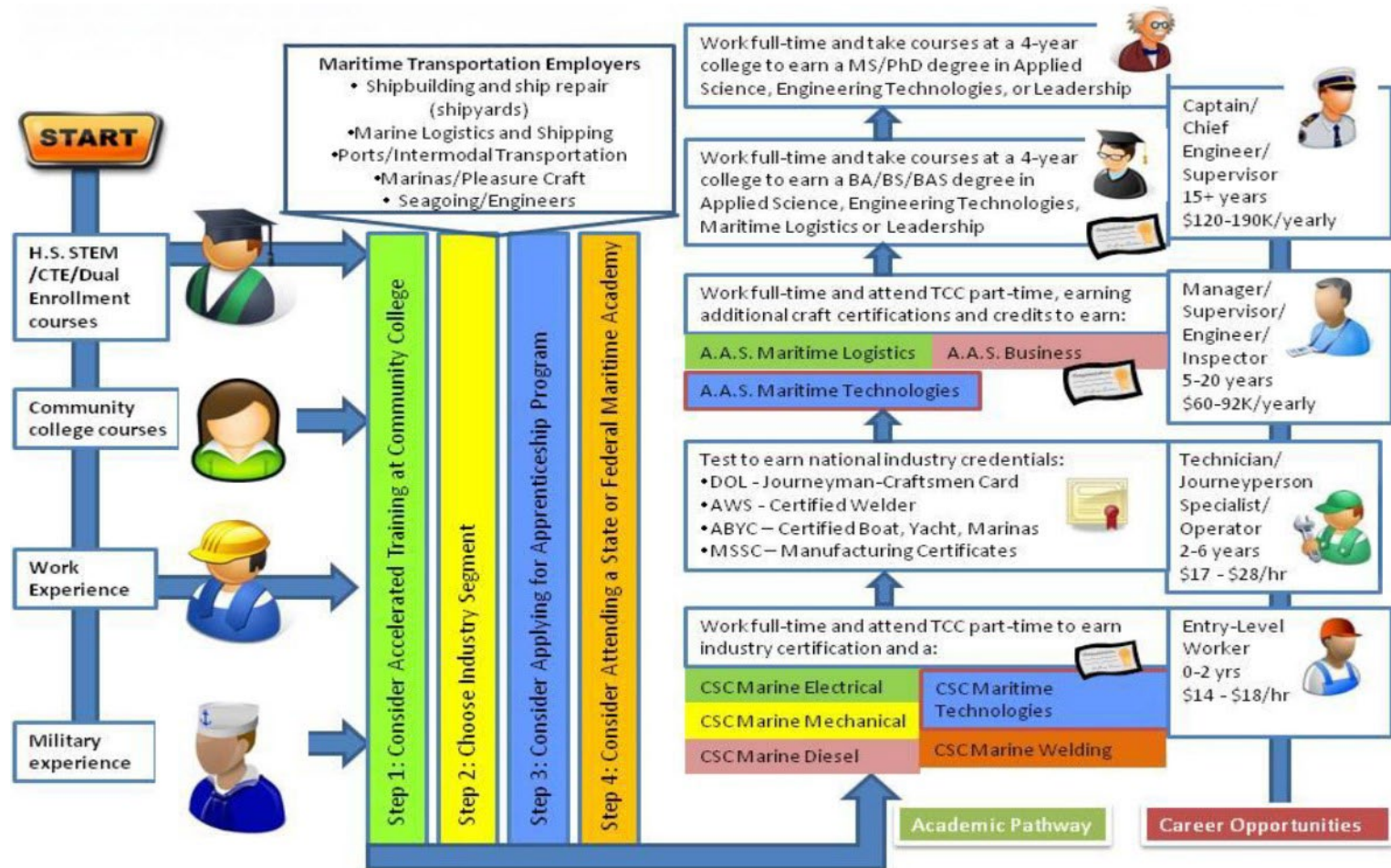
11. CAD/Drafting and Design Technicians

12. Marine Carpenters

13. CNC Operators

14. Marine Architects

# Ideal Maritime and Supply Chain Career Roadmap



# Louisiana's New Work- Based Learning Policy

Louisiana's Board of Elementary and Secondary Education (BESE) has expanded the definition of **Work-Based Learning (WBL)** to include **paid internships, cooperative education, and Registered Apprenticeships**.

- Starting in **2026**, schools will earn **bonus accountability points** when students complete qualifying work-based learning experiences.
- WBL experiences must now include **20% classroom instruction** (soft skills like financial literacy) and **80% on-the-job training**.
- **Internships must be paid** to count under this new policy.

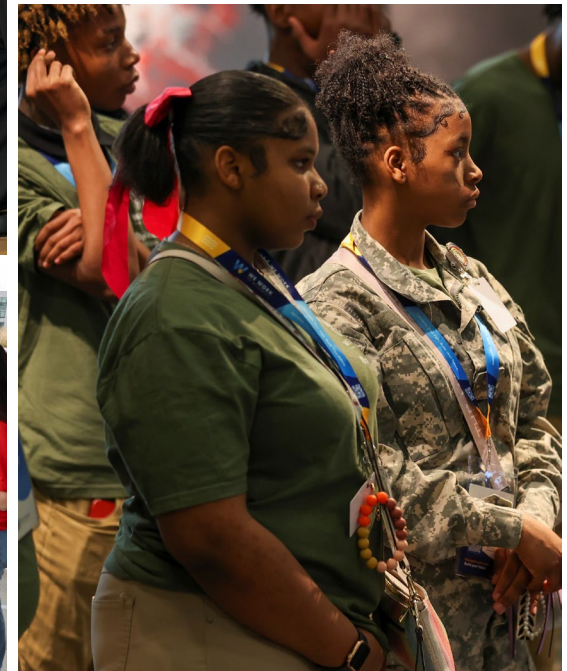
## Potential Challenges for Maritime Outreach Programs

- **Most maritime outreach today isn't paid or structured** to qualify under the new policy (e.g., tours, exposure events, short-term job shadowing).
- **New requirements for compensation and structured learning** may create barriers for maritime employers who want to participate but don't yet have formal programs in place.

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## The Solution – Start Early, Start Now

- **We Work the Waterways** is actively engaging students, but **needs support to scale efforts.**
- **Industry-Led Career Awareness Programs Work** → Other industries prove that early engagement leads to **higher recruitment success**
- Investment in school partnerships, mentorships, and student programs—**like OpenWaters’ summer internships**—can build real-world experience and sustained interest in maritime careers.



# Missions That Move Maritime Forward


## We Work the Waterways

*“Propelled by the strategic importance of our waterways and their ecosystems, and the people who make up the maritime, shipping and logistics communities, We Work the Waterways exists to build lasting connections – fostering an appreciation of the industry and the environment and an awareness of economic opportunities.”*

-  **Focus:**
- Building awareness of the industry’s value
- Connecting people with place and purpose
- Highlighting the environmental and economic roles of our waterways

## OpenWaters

*“To share the wealth of career opportunities in Louisiana’s maritime industry – beyond jobs exclusive to the river – with young men and women from all backgrounds and vocations who carry a sense of duty, an understanding of true responsibility, and a desire to get paid doing meaningful work with their lives.”*

-  **Focus:**
- Broadening access to meaningful maritime careers
- Reaching and mentoring students with drive and purpose
- Elevating the full scope of industry roles—from the docks to logistics

## Create Career Awareness

- Through immersive **Industry Interaction Events** for high school students, We Work the Waterways brings together companies, ports, and professionals to showcase hands-on careers in maritime, logistics, and river commerce.

Students hear directly from vessel captains, engineers, crane operators, logistics techs, and more.

## Build Early Engagement

- A new **Elementary & Middle School program (Grades 3–9)** is currently in development, designed to introduce younger students to the waterways through interactive STEM learning, environmental exploration, and real-world maritime context.
- This program aims to plant early seeds of curiosity and appreciation for the industry.

## Support the Talent Pipeline


- By building understanding and appreciation for the maritime ecosystem and its career opportunities, the program helps **develop a local, skilled workforce** ready to serve in high-wage, high-demand roles that sustain Louisiana's economy.



# Maritime Careers – High Pay, Low Barriers

- Few 4-year degree required → Many jobs require certifications, apprenticeships, or trade school
- Starting salaries of \$50K-\$100K+










### CAN YOU FIND YOUR CAREER IN THE MARITIME INDUSTRY?

HIGH SCHOOL GRADUATE	GOVERNMENT AND MILITARY	COLLEGE & ADVANCE DEGREE
DECKHAND	U.S. ARMY CORPS OF ENGINEERS	SHIP PILOT
TANKERMAN	U.S. COAST GUARD	LAWYER
MATE / DECK OFFICER	U.S. FOREST SERVICE / FORESTER	ACCOUNTANT
CAPTAIN / BOAT PILOT	U.S. NAVY	GENERAL MANAGER
COOK / CHEF	U.S. DEPT. OF AGRICULTURE	SALES / MARKETING
DIVER	DEPT. OF NATURAL RESOURCES - DNR	LOGISTICS COORDINATOR
TERMINAL WORKER	WATERSHED COORDINATOR	INSURANCE
BRIDGE TENDER	SAFETY, SECURITY & STEWARDSHIP	RISK MANAGEMENT
FERRY BOAT OPERATOR	BOSN MATE	HUMAN RESOURCES / COUNSELOR
VESSEL ENGINEER / DIESEL MECHANIC	OPERATION SPECIALIST	ENVIRONMENTAL MANAGER
ENVIRONMENTAL COMPLIANCE AND SAFETY OFFICER	SEAMAN	NAVAL ARCHITECT
SURVEYER	GUNNERS MATE	MARINE SURVEYOR
WELDER	QUARTERMASTER	PURCHASING AGENT
PHOTOGRAPHER	DAMAGE CONTROLMAN	ADMINISTRATIVE ASSISTANT
ELECTRICIAN	ANY OFFICER OF THE NAVIGATIONAL WATCH	CRUISE DIRECTOR
PIPE FITTER	MACHINISTS MATE	MARINE CHEMIST
CRANE OPERATOR	BOILERMAN	IT / COMPUTER PROGRAMMER
SHIPYARD SUPERINTENDENT	ELECTRICIAN MATE / ENGINEMAN	MECHANICAL ENGINEER
LIFT OPERATOR	HULL TECHNICIAN	JOURNALIST
BARGE WASHER	MACHINERY REPAIRMAN	BIOLOGIST
PORT MASTER	GAS TURBINE ELECTRICIAN	CONSERVATION OFFICER
HEAVY EQUIPMENT OPERATOR	GAS TURBINE MECHANIC	RADIO TECHNICIAN
TERMINAL WORKER / LABORER	ANY OFFICER OF THE ENGINEERING WATCH	
MACHINIST		
OILER		
CLERK		

**AND MUCH, MUCH MORE!**

[WWW.WEWORKTHEWATERWAYS.COM](http://WWW.WEWORKTHEWATERWAYS.COM)





WEWORKTHEWATERWAYS





# OpenWaters

**OpenWaters Louisiana** is dedicated to opening doors for young men and women seeking meaningful, well-paid careers in the maritime industry. Through hands-on mentorship and internship programs, participants gain the real-world exposure and guidance needed to launch lasting careers.

## Immersive Internships, Real Industry Access

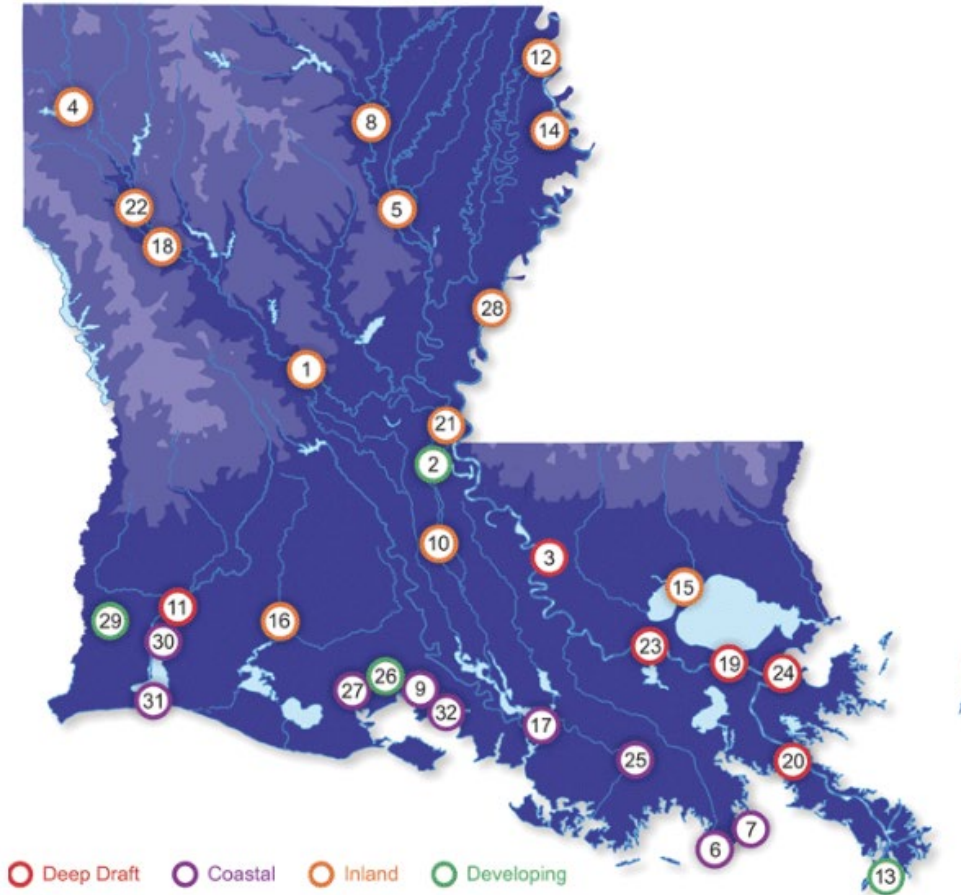
In partnership with the **New Orleans–Baton Rouge Steam Pilots Association (NOBRA)** and the **Crescent River Port Pilots' Association**, Open Waters offers an immersive internship program that provides:

- **Direct exposure to piloting operations** and port management
- **Shadowing opportunities** in:
  - Dispatch Operations
  - Invoicing Operations
  - Other critical behind-the-scenes functions
- **Mentorship from seasoned maritime professionals**
- **Site visits to partner companies** to explore additional career paths and build industry connections
- Direct pipeline to maritime careers or Maritime Academy pathways



This unique program gives interns a **firsthand understanding of the maritime industry's demands and opportunities**, equipping them with skills, relationships, and confidence to pursue maritime careers.

# Port Locations in Louisiana



1. [Central Louisiana Regional Port](#)
2. [Avoyelles](#)
3. [Baton Rouge](#)
4. [Caddo-Bossier](#)
5. [Columbia](#)
6. [Fourchon](#)
7. [Grand Isle](#)
8. [Greater Ouachita](#)
9. [Iberia](#)
10. [Greater Krotz Springs](#)
11. [Lake Charles](#)
12. [Lake Providence](#)
13. [LIGTT](#)
14. [Madison](#)
15. [Manchac](#)
16. [Mermentau](#)
17. [Morgan City](#)
18. [Natchitoches](#)
19. [New Orleans](#)
20. [Plaquemines](#)
21. [Pointe Coupee](#)
22. [Red River](#)
23. [South Louisiana](#)
24. [St. Bernard](#)
25. [Terrebonne](#)
26. [Twin Parish](#)
27. [Vermilion \(Abbeville\)](#)
28. [Vidalia](#)
29. [Vinton](#)
30. [West Calcasieu](#)
31. [Cameron Parish Port](#)
32. [West St. Mary](#)

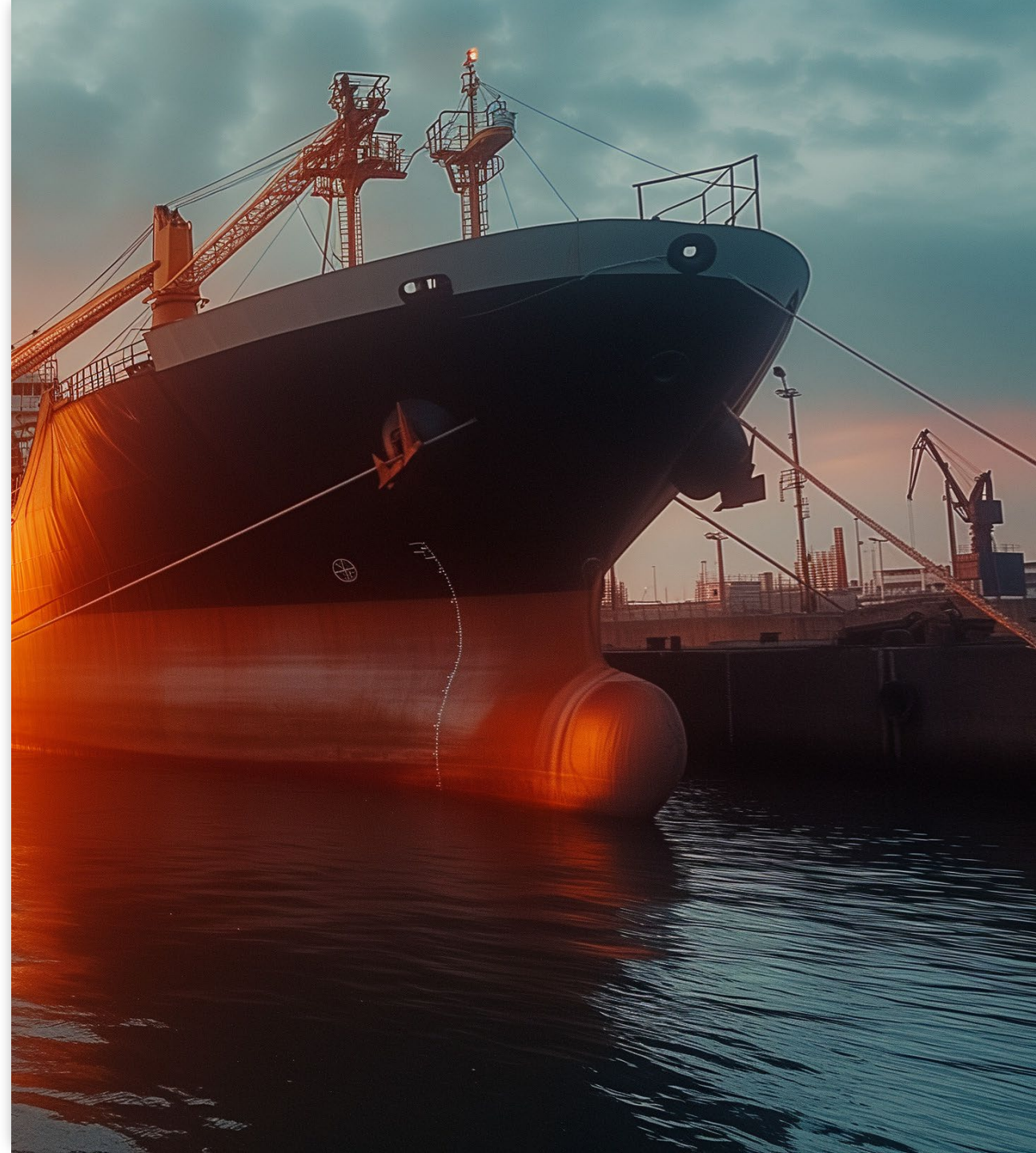
There are 360 public and private ports in the U.S. facilitating the import-export business and domestic movement of goods which is the backbone of our nation's economy.

# Louisiana Institutions Offering Maritime Education or Applicable Training



# Louisiana's Economic Future Depends on Maritime Careers

- **If we don't act, Louisiana's maritime workforce will collapse.**
- **If we do act, we create sustainable jobs, grow our economy, and keep our waterways thriving.**
- *Join us in building the next generation of maritime professionals!*



# What We Need from You

- Support funding and programming for maritime education and career exposure
- Integrate maritime careers into existing career and technical education pathways
- Increase student exposure—especially for those with no real-world connection to the maritime industry
- Expand industry and port partnerships across Louisiana
- Promote awareness of Maritime's role in the broader supply chain (welding, HVAC, logistics—not just boats and cranes)
- Use We Work the Waterways to boost outreach in smaller and underserved markets through school visits and activations
- Help parents and educators understand maritime career pathways and economic value
- Leverage your port's economic impact as a community relations tool
- Collaborate with maritime employers to improve recruitment and marketing strategies

[www.OpenWatersLouisiana.com](http://www.OpenWatersLouisiana.com)



[www.WeWorktheWaterways.org](http://www.WeWorktheWaterways.org)

