

Building Bridges

Center for International Trade & Transportation, California State University, Long Beach

Dear Readers:

Over the years, CITT has added some new vocabulary to the goods movement lexicon. These include **GLS**, our flagship global logistics program, and **MAGL**, the innovative Master of Arts in Global Logistics which debuted in 2003. This spring we are proud to introduce **MTOP™**, the Marine Terminal Operations Professional program. This is the first-of-its-kind professional designation program designed not only to train operations management professionals but also to train anyone who wants to learn about marine terminal operation. It was developed with industry partners in response to a unique industry need and will be taught by industry experts. You can learn more about it on page 3.

This issue also includes stories on the recent California Transportation Workforce Development Summit held in Long Beach and some innovative education programs being piloted as part of a CITT-led project for the Federal Highway Administration. All of these efforts prove you are never too old to learn.

Take notes – there may be a quiz at the end.

Marianne Venieris
Executive Director

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Workforce Summit Seeks to Prepare Tomorrow's Transportation Employees

"How will *today's* students become competent in *tomorrow's* new transportation systems?"

"Who will replace the skilled and experienced but soon-to-retire transportation experts?" These were some of the questions

it is one of a series of summits being held around the country which will culminate in a national event, tentatively scheduled for Winter 2010. The goal is a national transportation workforce development strategy.

Department of Transportation's Research and Innovative Technology Administration. What we need, he said, is "a different kind of workforce" requiring "a different kind of education."



From left, Peter Appel, USDOT; Gen Giuliano, METRANS; Ron Diridon Sr., Mineta Transportation Institute; Marianne Venieris, METRANS/CITT.

asked as 150 transportation employers and educators from throughout California gathered in Long Beach on February 1-2 at the Transportation Workforce Development Summit.

The Summit, titled "Ensuring the Growth of California's Transportation Workforce: Developing the Right Workers for Today's Challenges and Tomorrow's Jobs," was presented by the METRANS Transportation Center (a partnership of CSULB and USC), the Mineta Transportation Institute at San Jose State University, and in partnership with Long Beach City College.

Certain themes emerged frequently in presentations: The future workforce will include more women and immigrants. Only innovative education programs will motivate tech-savvy students to learn more about infrastructure, railroads, and other transportation systems. Industry and educators must communicate to create relevant curricula. Students need practical job experience in transportation.

"Delivering transportation systems will require multi-disciplinary skills, way beyond engineering," said Peter Appel of the U.S.

High-Speed Rail Case.

The dearth of competent workers is keenly illustrated by the state's planned high-speed system. If it opened today, it would be run by Japanese, French, and Spanish staff, said Jeff Barker, Deputy Director of California High Speed Rail Authority. Despite being potentially the largest transportation project in the country, Barker said there is no educational program ready to train the people needed to build and operate such a system.

President Obama recently unveiled a nationwide strategic plan for high-speed rail; but according to Appel, "Railroad engineering is disappearing as a discipline in our universities."

High-speed rail jobs will be plentiful, although most are at entry levels. Barker said, "Each person in the control room requires months and months of training. Even routine maintenance – now there are no people in the U.S. who can do it."

Transportation Construction.

Despite the current recession, Summit presenters agreed that transportation construction offers major job opportunities. One reason is that the average age of California construction workers is 47, according to Tom Holsman, CEO of the Association of

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MAGL Grows, Changes, Reaches Out in Troubled Economic Times

The current recession is a double-edged sword to a graduate education program, says Kristen Monaco, Director of the Master of Arts in Global Logistics (MAGL) and Professor of Economics at CSULB.

“Due to the poor economy, many firms discontinued tuition reimbursement programs, which caused our enrollment to drop

In the past, the ‘logistics people’ were separated from the ‘numbers people,’ but today they all need numbers.

“We have grads who want to come back and take more quantitative courses. As logistics has evolved, there is more focus on operations, increasing the need for analytical and computing skills.”

master’s program targeted to these students.

“We’re going to put together a new, full-time, day MAGL with an internship. We need to fill in the gaps. It would embrace the interdisciplinary nature of the original MAGL,” she said.

In order to prepare a broadly interdisciplinary



MAGL Reunion attendees, from left, Ken Duncan, Heidi Goldbrunner, James Chik, Murat Koksel.



More MAGL Reunion attendees, from left, Ian Teng, Ebony Loeb, Lauren Roslanowick, Frank Chounet III.

somewhat. On the other hand, the poor economy has also caused more people to consider returning to school, so interest in the program seems to have picked up this year.”

Her goal as director, then, is to convey to prospective students the value of the program, since they are likely to be paying out of their own pockets. Nothing conveys that story better than hearing from MAGL graduates, she noted.

Outreach to grads. Keeping in touch with MAGL graduates is a high priority for Monaco, who delights in tracking the high-level jobs that MAGL graduates achieve. With the region’s huge logistics and transportation industry, MAGL graduates fare very well after graduation, despite recent increased job competition.

Many graduates returned for a recent alumni event. Since the program follows a “cohort” model – i.e., the students take all their classes together – unusually close networks develop.

Changing curriculum. The MAGL curriculum has evolved to better prepare the students, noted Monaco.

“We can change content faster than more established programs. The MAGL is becoming more quantitatively focused.

The current MAGL curriculum is more highly integrated said Monaco. “All courses are coordinated, so the topics mesh. The intro logistics course gets them thinking about the challenges, then the optimization

course introduces the tools, and in the advanced class, they can use the tools to solve those challenges.

“The capstone projects have become even better. The more quantitative courses the students have, the better. They can REALLY use the tools to solve real-world problems.”

New MAGL to Include Foreign Students.

The existing MAGL was designed specifically for people with substantial work experience in logistics. However, each year there is growing interest from students who do not have the work experience for admission, including recent college graduates and international students. Monaco is currently working to design a

program, planning must cross departmental lines, said Monaco, “so you can be sure there will be sufficient courses and capacity – in other words staffing!”



More MAGL Reunion attendees, from left front row, Felipe Sinohui, Christine Tamayo, Joshua William; back row, Joe Vander Linden, Caroline Braatvedt, David Sung.

She is hopeful the program will be ready to admit students by 2011 or 2012.

MTOP™ Develops a Skilled Workforce for Marine Terminals Worldwide

Collaborating with Marine Terminal Operators, CITT developed the Marine Terminal Operations Professional (MTOPTM), a comprehensive professional designation program that will launch on March 10, 2010. It will prepare candidates with a wide range of skills essential for efficient terminal operation.

“Marine terminals operate at every port in the world. Few experienced people apply for the jobs,” says Carolyn Martin, Assistant Vice President for Customer Service and Public Relations at ITS in the Port of Long Beach. Martin, who serves on the Advisory Board and as an instructor, continues, “A program such as the MTOPTM will address a huge need for professional training in a highly competitive work environment.”

The program examines all aspects of terminal operations from container terminals, break bulk, bulk and RoRo to cruise terminals. It is structured in independent modules allowing customized training for not only operations management professionals but also for anyone who needs to understand marine terminal operations.

To earn the MTOPTM designation, students complete all five modules and demonstrate application of the skills and knowledge learned in a comprehensive portfolio project.

Marine Terminal Operations Professional™ A Professional Designation Program Starting March 10, 2010

Visit www.ccpe.csulb.edu/citt
or call (562) 985-2872
for more information about this exciting new program.



**MARINE TERMINAL
OPERATIONS PROFESSIONAL**

Innovative Educational Courses Will Be National Model

CITT's Director of Research, Dr. Thomas O'Brien, is leading the development of innovative new transportation classes and programs aimed at a national audience. The purpose is to fill gaps in the U.S. transportation workforce caused by unusually large numbers of retirements and to better prepare the remaining workforce for changing job opportunities. The Transportation Education Development Pilot Program (TEDPP) is a federally-funded project being undertaken by a team from CSULB, in conjunction with the University of Southern California and APTREX Institute.

Last year, O'Brien's team searched the entire country to assess how the nation's transportation workforce is educated and determine who was implementing model programs.

What they found were significant gaps in education across the board, as noted at the recent Workforce Summit (*see story, p.1*) and few opportunities to engage young learners.

“This year our team is working on the development of model curriculum, and we will be testing three courses next year that fill in some of the gaps,” said O'Brien.

Three Stages of Education. At the *Career Outreach* stage aimed at K-12 students, O'Brien said a series of high school courses are being developed by Dr. Hamid Rahai of the

College of Engineering at CSULB. They are designed to offer college credit to high school students – a way to motivate the young learners to consider transportation as a career.

At the *Career Preparation* stage at the university level, O'Brien's team will create a management leadership course as part of a graduate-level transportation studies program.

Finally, for the *Career Development* stage, the team will develop Transit Leadership: Transitioning to the Future. Using new methods of delivery, the course focus will be on enhancing traditional supervisory and leadership skills so that the transportation organization as a whole accomplishes its goals in a timely and effective manner.

Local Leadership. O'Brien has especially enjoyed evaluating transportation education programs across the country. “What we are finding with TEDPP underscores the importance of what we are doing here. Now I'm more aware of the role CSULB plays in workforce development,” said O'Brien, “especially in logistics. I'm also proud of how innovative the Global Logistics Specialist program is. I'm very excited about the new Marine Terminal Operations Professional (MTOPTM) too. It is unique and it reflects the strength of our industry partners. I'm really proud of our university.”

BuildingBridges

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News Briefs

Overflow Crowd Hears Plan for L.A. Waterfront Area.

More than 300 people attended a presentation at the Port of Los Angeles to hear the port's plans for a massive overhaul of the surrounding waterfront. They heard about plans for a new Red Car Museum, more trolley service, Ports O'Call revamp, Cabrillo Beach improvements, upgrades to the cruise terminal, and more. The huge project will take several years. For more information, contact Theresa Adams Lopez, Community Relations Director, Port of Los Angeles, at (310) 732-3507.

Port of Long Beach Moves Forward with Replacing Gerald Desmond Bridge. Updated environmental impact documents were released for public review in early February, in hopes of replacing the deteriorating Gerald Desmond Bridge, linking downtown Long Beach with Terminal Island. The \$1.1 billion replacement project is considered a vital improvement allowing the port to accommodate larger ships. The review period extends to March 22, 2010. Comments should be directed to Richard Cameron at Cameron@polb.com

CBP Seizes Illegal Cargo Worth \$7.1 million. In January, inspectors for U.S. Customs and Border Protection (CBP) seized an inbound shipment of CDs and DVDs in the local port complex. The discs were marked with counterfeit "DVD," "Dolby," and "DTS" trademark designs. The seized goods are headed for destruction, according to CPB.

Workforce Summit, Cont. (from page 1)

General Contractors (AGC). "They need to 'backfill' the employment pipeline," he said, to keep up with demand.

AGC aggressively attracts young people to construction by supporting programs which include the television show "Builder Bob" and sponsoring high school career days where students test-drive big equipment. AGC also funds construction career academies, specialized curriculum and "pre-apprenticeships."

At community colleges, AGC funds scholarships and helps teach construction courses. At four-year colleges and universities, AGC supports student clubs and career days.

Industry-Education Partners. The Summit also revealed the importance of industry-education partnerships. Lorraine Giordano of the College of Alameda described ATLAS, a collaboration between employers from the goods movement industry and the College. ATLAS opens a career path in warehousing and logistics. "There is money available based on sector-focused partnerships," she stated.

The private training industry recognizes the need to work with industry and agency partners, said Johnathan Hou, President of AXIOM Corporation, a professional engineering architectural company. "There is a shortage of skilled workers in highway construction inspection and testing," he stated.

Re-Training Existing Industry Workforce. Current workers need training on new technologies, and several local organizations described their "re-skilling" efforts. The Southern California Regional Transit Training Consortium, a transit industry-community college partnership, was established to design and deliver standardized training for

multiple transit systems. "Everything uses a computer," noted Ralph Merced of Santa Monica's Big Blue Bus, a consortium member. "Even a bus has touch screens for diagnosis of problems," he said.

Transportation workers benefit from many continuing education approaches, noted Laura Melendy, of UC Berkeley. Melendy said continuing education trends include shorter courses with face-to-face learning and certificate programs comprised of multiple short courses. She also sees the growth of online learning but cautioned that it is not the only solution because of development costs and possible student disengagement. There is also no seed money for new courses, so new funding sources are required. Still, Melendy sees a paradigm shift coming in continuing education, including the broad-based adoption of online training.

This is a theme echoed by Prof. James Moore of the USC Viterbi School of Engineering, which graduates more Masters students in the engineering disciplines than any other college in the United States. Moore attributes this to an ability to reach more students via distance education, and an approach that focuses on providing distance-based learners with the same level of service offered to those on campus.

What Works for Students. CSULB engineering student Velinda Meza said she became interested in transportation when she was accepted into a high school ITEP program. Students sailed a boat to Catalina, and later she participated in a mock national security exercise in Washington, DC. Now she is an intern at the Port of Los Angeles. "Internships really are helpful," she said. "You're putting some water on a little seed. I hope you all inspire more people like me."