



Mississippi State Port Authority

Port of Gulfport, Mississippi Workforce Development Plan

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Introduction

The Mississippi State Port Authority (MSPA) in Gulfport, Mississippi retained WSP USA (collectively referred to as the Project Team) to assist in developing a Workforce Development (WFD) Plan, or Plan, for the Port of Gulfport. This Plan was developed to address community needs as they relate to accessing jobs through the Port's tenants and port-related employment in the Gulfport region.

There is an opportunity to connect with existing workforce development programs and services, community organizations, and port-related employers, including port tenants. This will enable the creation of an effective plan that allows the Port to play a leading role in job creation for members of the Gulfport community and the State of Mississippi.

The Workforce Development Plan

This Plan will help address workforce development gaps and challenges. It will support improving Port relationships with the local community by setting clear expectations and connecting members of the community with current and future Port-related jobs by implementing the tools and activities outlined in the Plan.

Goals

The goals of this Plan are to:

- Implement a proactive, effective, and manageable workforce development strategy that connects local job-seekers to port-related job opportunities.
- Communicate project information in a timely and clear manner.
- Provide stakeholders and partners with meaningful ways to engage to yield positive Port and community results.

Objectives

In support of the stated goals, the objectives of the Plan are to:

- Utilize a mix of traditional and innovative outreach tools to maximize collaboration with stakeholders and partners.
- Utilize communication strategies to maximize workforce development connections and outputs.
- Document and track all efforts taken to measure the success of the workforce development plan.

Revisions

This Plan is a living document and should be reviewed periodically for relevancy and efficacy. Revisions to the Plan, its goals and strategies if needed, will be incorporated

with WFD Team feedback, public involvement output and outcome evaluation, and applicable changes.

MSPA WFD Team

The MSPA's WFD Team will have various roles and responsibilities in the implementation and execution of the Plan. The chart below outlines the initial team members. Team members may be added or removed depending on the overall needs of the MSPA and the Plan. The MSPA may decide to retain the services of a consultant to assist with portions of or the entire MSPA role.

Name	Email	Team & Project Role
Errol LaRue	ELaRue@shipmspa.com	MSPA, Director of Government/Community Relations
Ally Jones-Johnson	ajohnson@shipmspa.com	MSPA, Stewardship Coordinator
Allison Chimenya	AChimenya@shipmspa.com	MSPA, Marketing & Education Coordinator
Hannah Milliet	hmilliet@shipmspa.com	MSPA, Public Affairs Officer

Stakeholder Identification

Identifying key stakeholders and being able to engage with stakeholders is paramount for the creation of a successful Plan. The stakeholders for this Plan will be a mix of Port tenants, community organizations and representatives, workforce development programs and services, and workforce service organizations. The chart below lists the stakeholders that MSPA and the project team have already identified. There will be additional stakeholders identified and added to the stakeholder list during the implementation of the Plan.

Organization	Stakeholder Type	Contact Name
Harrison County Development Commission	Service Organization	Bill Lavers
International Longshoremen's Association (ILA)	Tenant Partner (Union)	Darius Johnson
Accelerate MS	Workforce Organization	Courtney Taylor Garrett McInnis
Mississippi Department of Employment Security / WIN Job Center	Workforce Organization	Pamela Moye Ron Johnson

Ports America	Tenant	Ty McMichael
Core X	Employer	Rick Sharp
City of Gulfport	Service Organization	Samantha Sherrill Wayne Miller
Ocean Aero	Tenant	Keith Blystone
SSA Marine	Tenant	Greg Schruff
Mississippi Gulf Coast Community College (MGCCC)	Workforce-Adjacent Organization	John Woodward
National Association for the Advancement of Colored People (NAACP)	Community Organization	Gary Fredericks
Southern Mississippi Planning and Development District (SMPDD)	Community Organization	Natalia Diaz Allison Hawkins
Climb CDC	Community Organization	John Whitfield James Cook
Job Corps	Workforce-Adjacent Organization	In Progress
Canadian Pacific Kansas City (CPKC) Southern Railroad	Employer	In Progress
Chiquita Fresh North America LLC	Tenant	In Progress
Crowley Liner & Logistics	Tenant	In Progress
Dole Fresh Fruit Company	Tenant	In Progress
E.N. Bisso & Son	Tenant	In Progress
Goodwill Industries	Workforce Organization	In Progress
Gulfport Pilots Association	Industry Organization	In Progress
Island View Casino Resort	Tenant	In Progress
Mississippi Re-Entry Resources	Community Organization	In Progress
University of Southern Mississippi (USM)	Workforce- Adjacent	In Progress
Jackson State (Center of Excellence for Logistics)	Workforce- Adjacent	In Progress
West Gulf Maritime Association (WGMA)	Workforce-Adjacent	In Progress

Mississippi State University	Workforce-Adjacent	In Progress
Pearl River Community College	Workforce-Adjacent	In Progress
Swetman Security	Workforce-Adjacent	In Progress
KLLM	Tenant	In Progress
Boys and Girls Club of the Gulf Coast	Community Organization	Keva Scott / In Progress

Port of Gulfport Workforce Development Coalition

Through the community engagement efforts of the MSPA Port Affairs Department, the Port has established both a Community Advisory Committee (CAC) and a Tenant and Partner Advisory Council (TPAC). These groups exist to discuss Port-related subjects and topics and gather community and business feedback on the impact of port initiatives.

In addition to the CAC and TPAC, the MSPA WFD Team will establish a third group – the Port of Gulfport Workforce Coalition (WFC). The WFC membership will be selected by the MSPA and include representation from the CAC, TPAC, and the list of WFD Stakeholders. It will meet specifically to discuss port-related workforce development initiatives, with the goal of ensuring workforce development needs in the community are moving forward and being addressed.

There will be opportunities for the WFC to connect with the CAC and TPAC to discuss development and implementation of the WFD Plan. At a minimum, the MSPA will host quarterly CAC and TPAC meetings that include agenda time to discuss WFD efforts. The WFD Team and WFC will collaborate to provide an annual report and presentation to the MSPA Board of Commissioners.

Current WFD Efforts

The Project Team met with several stakeholders listed herein to discuss workforce development efforts and interest in working with MSPA to further the workforce development work as it relates to the Port and the local community. These meetings allowed the Project Team to better understand what work was already underway in the workforce development space, specifically challenges, opportunities, and key successes. The out-brief attached in the appendix provides details on which stakeholders the Project Team met with leading up to the development of this plan and key takeaways as it relates to workforce development and MSPA (Appendix A).

A few key takeaways from these meetings were:

- Workforce Development programs are operating in the region by public service organizations and within port tenants and companies.
- There is an opportunity to better connect the local community to port-related jobs that are available. This includes understanding what skillsets are needed for job opportunities and how to find resources to attain skills or apply for the roles.

- Trade labor force is shrinking, and there is a need to get more people interested in trade labor as career options during high school or sooner.
- There is room to better connect various programs and initiatives in workforce development to MSPA tenants.
- There is an opportunity to improve the community knowledge about MSPA tenants and what the tenant's workforce looks like (roles, positions, skills needed).

Workforce Development Plan Elements

This Plan includes an outline and overview of the elements that will be accomplished to bring forth a successful MSPA WFD program. The following sub-sections include overviews of elements and specific roles and responsibilities managed by the WFD Team.

Quarterly WFD Meetings

Every quarter the WFD Team will host a WFD Coalition meeting quarterly to discuss workforce development initiatives and review and recommend updates to WFD Plan. In addition, at least every quarter, workforce development will be included on the agenda of the CAC and TPAC, and updated and development related to the WFD Plan and initiatives will be provided to the committees to ensure port-related workforce development needs are being addressed.

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Schedule meetings
- Develop meeting plans and agendas
- Develop invitation and invitation list
- Identify locations for meetings
- Take meeting notes
- Develop meeting summaries and reports

Education Collateral

The WFD Team will develop and update collateral materials and resources to ensure they provide clear, useful MSPA educational information for partners, the local community, future tenants, and other stakeholders. The WFD Team will also provide access to key WFD information in various forms. As materials are developed and updated, the WFD Team will identify the proper location for publication, communication, and instruction. Collateral items to be developed/updated include but are not limited to:

- MSPA/Ports 101

- General, high-level background of the MSPA, the Port of Gulfport, and the Port Industry.
- MSPA in the Community
 - Highlights of MSPA's role in the region
- MSPA's Commitment to Workforce Development
 - Highlights of MSPA's commitment to creating jobs and economic opportunity for residents in the City of Gulfport and the Southern Mississippi Region.
 - High-level background on the benefits and opportunities that the MSPA WFD Plan will bring to the region.
- Port of Gulfport FAQs
 - Frequently asked questions about MSPA and the Port of Gulfport

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Outline collateral
- Develop message
- Develop materials
- Identify means for distribution of information
 - Hard copy and digital copy
 - Press and media
 - Social media

Key Messaging

Having key messaging is vital to ensuring that consistent, accurate, clear information about port related employment opportunities are conveyed to residents and stakeholders. Ensuring this communication is clear and concise has been shown to be a necessary step for improving community awareness and perception of MSPA as it relates to jobs and opportunities.

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Identify main talking points
- Develop effective messaging

Events and Meetings

The WFD Team will collaborate with the WFD Coalition to identify recurring events and meetings for MSPA to attend or sponsor. These meetings and events will allow

MSPA to continue their role as a community partner and establish their lead role in guiding and directing development and implementation of MSPA WFD Plan.

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Assist with coordination and development of agendas, messaging, presentations, talking points.
- Identify key standing meetings and events for MSPA staff and WFD Coalition to attend and/or be represented at.
- Log and track all meetings and events that the MSPA participates in.

Media Plan

A media plan will help MSPA tell their story and shape the narrative of the Plan and related efforts. Owning the narrative will be important to improve the perception and public relationship with key communities and to ensure information shared stays consistent, accurate and up to date.

The WFD Team will work to develop and implement a media plan that has multiple elements of media tools MSPA already possesses, as well as new media options that can easily be implemented into their existing media toolkit.

Press Kit

The WFD Team will develop a press kit for MSPA. This will contain press releases on key initiatives, like the rollout of the workforce development plan, fact sheets on MSPA and Port of Gulfport background and economic impacts, FAQs for distribution at various community and MSPA meetings, and high-resolution photos and B-roll video.

Interviews

The WFD Team will set up and record interviews that will provide a storytelling element to the Plan processes. Interviews will cover MSPA leadership, Port tenants and stakeholders, and employees of the tenants from the local community. This information will live on the MSPA website and social media platforms. The information will be shared with the media and press to help communicate the Port as a community partner and to provide easily consumed information with a human element. Story angles for the videos could include:

- Port and maritime industry role as an economic driver to the region and state
- Existing and new WFD programs
- Individual success stories

- Community outreach opportunities

Media Partners

In addition to housing media on MSPA outlets and channels, the WFD Team will work to identify key media partners that can help share information through more public channels. Media partners will include editorial boards, local publications, and local TV and radio stations.

Website Updates

The WFD Team will review the MSPA website and provide recommendations on where to add new contacts and what content can be updated to accomplish:

- Improving information quality
- Ensuring workforce development information is available
- Providing space for additional media elements

Website updates should include:

- Adding tenant job websites to the “careers” page
- Adding Port job openings listings
- Updating and adding “About the Port” to the MSPA and Port of Gulfport 101 and FAQs documents
- Adding “Port in the Community” high-level spotlights of the Port’s role as a partner in the community
- Adding a WFD statement of the Port’s commitment to workforce development in the community, information about the CAC and TPAC Committees, and other updates as they relate to the development and implementation of the MSPA workforce development plan.

Social Media Plan

The WFD Team will provide access opportunities within MSPA’s social media presence to improve information access for workforce development and general MSPA information. Social media also provides opportunities for targeting promotions of the WFD efforts and the sharing of key updates and information.

Tracking

The media plan provides multiple opportunities to track and measure success. The WFD Team will track and analyze data points. From this tracking, the WFD Team will help measure the effectiveness of MSPA’s outreach and how its presence and work is being received. Data that will be tracked includes:

- Media and press coverage
- Social media Impressions
- Number of community engagements

- Sentiment analysis

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Identify the appropriate collateral for the MSPA website
- Provide updated language for the MSPA website
- Provide new language and new page suggestions for MSPA website
- Capture B-roll and photo images for the website
- Host, manage, facilitate, and develop interview videos
- Provide Geofencing information
- Track and analyze website and social media analytics
- Identify media partners

WFD Plan Rollout and Orientation Materials

The WFD Plan Rollout will be a chance to ensure tenants and stakeholders understand the MSPA's WFD Plan. The Plan will provide both existing and new tenants a chance to get insight into MSPA's role in the community and their commitment to workforce development. Establishing this understanding early for key stakeholders and tenants furthers the opportunity to reiterate key messaging and set expectations on the importance of the workforce development plan.

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Develop WFD Rollout Plan
- Develop post-rollout, new tenant orientation collateral material, to include:
 - WFD Plan Talking points
 - WFD Plan presentation

MSPA Scholarship Program

The WFD Team will collaborate with the WFD Coalition to establish an annual scholarship, program to provide financial assistance to students pursuing education in the maritime industry and other fields relevant to the MSPA, the port, and its tenants.

The scholarship program will aim to encourage and nurture the next generation of skilled professionals who will contribute to the growth and success of the Port of Gulfport and the diverse operations withing the MSPA port community.

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Develop scholarship program and criteria
- Advocate for scholarship funding
- Create MSPA scholarship review committee(s)
- Manage scholarship applications
- Schedule scholarship committee meetings
- Develop scholarship committee meeting plans and agendas
- Develop meeting summaries and reports
- Develop MSPA Scholarship Program collateral material
- Develop MSPA Scholarship Program talking points
- Prepare annual report detailing the number of scholarship applicants, award recipients, scholarship amount, recipient feedback, program impact, and recommendations for future program improvements to be presented to the MSPA Board of Commissioners, the WFD Coalition, and the CAC and TPAC.
- Host annual scholarship event highlighting scholarship recipients

MSPA Internship Program

The WFD Team will collaborate with the WFD Coalition to establish an MSPA Internship Program to provide students and young professionals with practical, hands-on experience in the maritime industry and other port and tenant related fields. The internship program will provide pathways to bridge the gap between academic learning and real-work application and provide students a deeper understanding of the diverse career paths within the port and its tenant operations.

The WFD Team and WFD Coalition will collaborate with educational institutions, industry partners, port tenants, and port related businesses to provide students opportunities in various aspects of port and tenants operations.

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Develop MSPA Internship program
- Advocate for program funding
- Provide orientation and training and manage MSPA interns
- Develop MSPA Internship Program collateral material
- Develop MSPA Internship Program talking points

- Prepare and annual report on internship program's outcomes, participant feedback, and areas for improvement for presentation to the MSPA Board of Commissioners, WFD Coalition, and CAC and TPAC.
- Host annual event highlighting internship recipients

Community Outreach

MSPA has a history of being an active partner in the local community. This has been the driving force for establishing community trust and rebuilding community relationships since Hurricane Katrina. The WFD Team will collaborate with the WFD Coalition to develop a community outreach strategy, with the goal of maintaining a community partner identity through events, meetings, and community involvement. MSPA's community involvement will include, but is not limited to:

- MSPA hosting engagements (CAC, TPAC, and WFD Coalition meetings)
- MSPA's participation in other industry and community organization standing meetings
- MSPA's attendance and participation in community events and fairs

In addition to community outreach, conveying the MSPA as a resource of information and opportunities will be performed. The Port's role as a community resource will include development and acknowledgement of:

- MSPA website
- Traditional and digital newsletters
- Hosting of MSPA and Port-related events
- Port tours for local schools and youth programming

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Identify key information and opportunities that showcase MSPA and the Port of Gulfport as community partners
- Include information and opportunities in key messaging
- Continue to review information and resources to provide value-add suggestions

Stakeholder Initiative Integration

As many stakeholders are working in the workforce development space and have ongoing initiatives, MSPA will work with stakeholders to find areas where existing initiatives and programming around workforce development can be supported by MSPA. Through the regular WDP meetings and engagement process, MSPA will stay

abreast of stakeholder initiatives and work with stakeholders to collaborate and integrate their existing initiative and programs into a unified workforce development program.

Metrics and Reporting

Metrics and reporting will be important in this Plan to confirm goals and objectives are being met. Using various metrics and developing reports will help with transparency to stakeholders and the local communities. The WFD Team will work with MSPA, community partners, and stakeholders to gather available data. Once a baseline set of data is developed, it will be reviewed and collected from the same sources annually. An annual report will be developed outlining WFD efforts that took place, their successes, their challenges, goals for the next year, and any adjustments that were made. Data points may include, but are not limited to:

- Workforce demographic data
 - Zip code data
 - Skill set data
 - Open positions
 - Projected new positions
- Participation statistics
- Program completion
- Retention
- Job placement
- Event attendance
- CAC, TPAC, and WFD Coalition engagement
- Website engagement
- Educational Tours and Visits
- Comments submitted
- Social media engagement
 - Impressions
 - Likes, shares, and comments

Roles and Responsibilities:

This section addresses the roles and responsibilities needed to implement/execute this element which will be based on the MSPA's staff recommendations:

- Identify available data
- Analyze data from available sources to establish a baseline
- Track MSPA efforts and collect applicable data
- Collect and analyze data twice a year
- Develop annual report

Workforce Development Schedule

The schedule will be developed once the plan has been reviewed and approved by the MSPA.

Appendix A: Stakeholder Meetings Out-Brief

Mississippi State Port Authority

Port of Gulfport, Mississippi Workforce Development
Stakeholder Meeting Out-Brief

Stakeholder Meetings:

Organization	Representative(s)	Date/Time/Location	Agenda
Harrison County Development Commission	Bill Lavers	3/19 11:00AM Office	Service Organization
International Longshoremen's Association (ILA)	Darius Johnson	3/19 1:00PM Office	Hybrid
Accelerate MS	Courtney Taylor Garrett McInnis	3/20 9:30AM Virtual	Service Organization
MDES/ WIN Job Center	Pamela Moye Ron Johnson	3/20 10:15AM Office	Service Organization
Ports America	Ty McMichael	3/20 1:00PM Office	Tenant
Core X	Rick Sharp	3/20 3:00PM Office	Tenant
City of Gulfport	Samantha Sherrill Wayne Miller	3/20 4:00PM Office	Service Organization
Ocean Aero	Keith Blystone	3/21 12:00PM Ocean Aero	Tenant
SSA Marine	Greg Schruoff	4/3 11:00AM Virtual	Tenant
MGCCC	John Woodward	4/3 3:00PM Virtual	Service Organization
NAACP	Gary Fredericks	4/5 9:00AM Virtual	Service Organization
SSPMD	Natalia Diaz Allison Hawkins	4/5 1:30PM	Service Organization

		Virtual	
Climb CDC	John Whitfield James Cook	4/5 2:30PM Virtual	Service Organization

Targeted Future Meetings:

- Canadian Pacific Kansas City Southern (CPKC) Railroad
- Chiquita Fresh North America LLC
- Crowley Liner & Logistics
- Dole Fresh Fruit Company
- E.N. Bisso & Son
- Goodwill Industries
- Gulfport Pilots Association
- Island View Casino Resort
- Mississippi Re-Entry Resources
- Mississippi Trucking Association
- Boys and Girls Club of the Gulf Coast

Key Takeaways:

- All tenants had positive feedback on their experience and relationship with the MSPA and the Port of Gulfport.
- Some service organizations had a positive relationship with the MSPA. Others would like to learn more and develop a relationship that could benefit a workforce development program.
- Opportunity to learn more about the MSPA, tenants, what jobs exist at the Port of Gulfport exists:
 - WIN Job Center
 - Accelerate MS
- Some data exist that organizations are willing to share:
 - WIN Job Center
 - Ports America
 - Harrison County
- There is a lack of knowledge of type of jobs are available, what skills are needed, and how position themselves for these jobs.
- There are barriers that prevent candidates from access to jobs and ILA membership.
- There is interest in programs that help better connect job opportunities with local, state, and regional candidates and help develop area residents for future Port of Gulfport related jobs.
- There is interest in partnering to address local workforce development needs.

- Trades in the labor force is declining and there is a need to get more people interested in trade labor as early as high school.
- Funding is available through the state, federal government, community college etc. to support workforce development efforts and programming.
- No firm understanding of the local community voice/perception.

Early/General Ideas for Framework:

- Understanding MSPA
 - Understanding the role MSPA plays as it relates to “Port jobs” and the relationship the Port has with the various tenants who are the employers.
- Connecting the partners
 - Identifying key stakeholders to be part of the workforce development plan and developing connections between the various stakeholders.
- Identifying the jobs
- Identifying the skills needed
- Identifying the existing programming
 - What organizations are working on providing various skills from resume building and basic job readiness programming to trainings and certification programming.
 - Understanding on the job training opportunities for entry level employees.
- Engaging and educate the community about MSPA and its workforce development program initiatives.
- Bridging the Gaps
- Staying up to date
 - Staying informed on current and new developments around job creation and opportunities.
 - Continue to proactively develop workforce development program opportunities and training the job force for today and the future.
- Data Collection/Measuring Success

Next Steps:

Using this out-brief and notes from the stakeholder meetings held, the project team will develop a framework for the workforce development plan. The framework will be provided to MSPA for review and feedback. While not all stakeholders identified were met with, all listed stakeholders will be considered for future workforce development plan needs.

Appendix B: MSPA Workforce Development Framework

Mississippi State Port Authority

Port of Gulfport, Mississippi Workforce Development Framework

Background

The Port of Gulfport, Mississippi is working with WSP USA to develop a Workforce Development Plan. This plan is being developed to address community needs as it relates to accessing jobs through Port of Gulfport tenants and port-related employment in the Gulfport region.

The opportunity to connect with existing workforce development programs and services as well as community organizations and Port-related employers (including, but not limited to port tenants) will allow for the creation of an effective plan that allows the Port to play a leading role in job creation for members of the Gulfport community and the state of Mississippi.

This plan will not only help address workforce development gaps and challenges, but it will also support improving the Port's relationship with the local community by setting clear expectations and connecting members of the community with many of the current and future jobs being generated by the fast-growing Port of Gulfport, Mississippi maritime industry.

Advisory Councils and Coalition

Two (2) councils and a workforce development coalition will offer an integrated and cohesive approach to managing the creation and implementation of a Port of Gulfport Workforce Development Plan, based on feedback from the community and the surrounding maritime industry. All meetings will maintain a high-level overview of the process and focus on the strategies and tactics outlined further in the plan. The following is a breakdown of the roles and responsibilities of each group:

Community Advisory Council (CAC)

- CAC will be made up of key elected, community, and business leaders from the Gulfport region
- The CAC will play a key role in being the Port's main connection to the community
- The CAC will be the public-facing group that will help us better understand the needs and wants of the community

Tenant and Partner Advisory Council (TPAC)

- The TPAC will be made up of tenants, key workforce development partners, and service providers in the Gulfport region

- The TPAC will provide advisement and experience on the development and implementation of the overarching workforce development program

Port of Gulfport Workforce Development Coalition (WFD Coalition)

- The Coalition will be made up members from CAC and TPAC, as well as other key stakeholders, include key elected officials, community members, and professional leaders.
- The Coalition will be the primary advocates and promoters of the workforce development program.

Community Engagement

The Port of Gulfport is committed to implementing a comprehensive approach to engaging the community with the primary objectives of building partnerships and establishing lasting trust that will advance the goals and vision of the Port of Gulfport and the surrounding region. To accomplish these goals, the following steps are necessary for success:

Objectives

- I. Educate the local community and area partners about the importance of the Port of Gulfport to the region's economy
 - a. Who is the Port?
 - b. How does the Port function?
 - c. What is the Port's function?
 - d. What is the Port's value and importance to the community
- II. Identify all key stakeholders with a vested interest in the Port's success.
- III. Create connections between the Port and the stakeholders
 - a. Stakeholders include port tenants, employers, workforce development programs, community organizations
- IV. Improve the relationship between the community and the Port of Gulfport through proactive community engagement
- V. Identify workforce needs in the Port and in the surrounding community
- VI. Connect the community with workforce development training opportunities
- VII. Connect the community with job opportunities

Target Audience

- I. Residents of Gulfport and the state of Mississippi
- II. Elected officials
 - a. Gulfport Council members
- III. Community organizations
 - a. National Association for the Advancement of Colored People (NAACP) – Gulfport Chapter NAACP
 - b. Climb Community Development Corporation (Climb CDC)

- c. Chamber(s) of commerce
- IV. Workforce service providers
 - a. Mississippi Gulf Coast Community College (MGCCC)
 - b. WIN Job Center
 - c. Job Corps
- V. Port tenants and employers
- VI. Labor union(s)
 - a. International Longshoremen's Association (ILA)
- VII. Agency partners
 - a. City of Gulfport
 - b. Harrison County

Tactics

- I. Develop educational collateral
 - a. Port Fact Sheet
 - b. Frequently Asked Questions (FAQ)
 - c. Port of Gulfport 101
 - i. Who staffs the Port?
 - a) Board members and staff
 - ii. How does the port function?
 - iii. What does the Port mean to the city of Gulfport, the state of Mississippi, and the nation?
 - iv. How can you engage with the Port?
 - a) Social media
 - b) Website
 - c) Community meetings
 - d) Participation in community events
- II. Develop key messaging specific to workforce development and community relations
 - a. Transparent communications with the community
 - b. Effective communications to generate goodwill and trust in the community
 - c. Effective communications to key stakeholders and partners to show seriousness of work development effort
 - d. Port of Gulfport commitment to workforce development
 - i. How the Port engages with the local community
 - ii. Port presence and high-level involvement in the community
 - iii. Economic impact and growth opportunities
 - iv. Local job creation
 - v. Skills-based training
 - vi. Workforce development strategies
 - vii. Importance of ancillary Port and maritime industry employment

- viii. Everyone plays a role in the implementation of a successful workforce development program
- e. Annual Scholarship and Internship Event
 - i. Port-hosted annual event to highlight MSPA scholarship recipients and interns.
- f. Media plan
 - i. Develop press kit
 - a) Press releases on key initiatives
 - b) Fact sheet on Port background, economic impact
 - c) Distribute FAQs in community and at meetings/events
 - d) High-resolution photos/b-roll video
 - ii. Pitch interviews
 - a) Executive leadership
 - b) Port tenants and stakeholders
 - c) Workers hired from local community
 - d) Story angles
 - a. Port's role as economic driver to region and state
 - b. Existing and new workforce development programs
 - c. Individual success stories
 - d. Community outreach opportunities
 - i. Job fairs
 - ii. Training program graduations (e.g., Job Corps)
 - iii. New tenant arrival
 - iv. Port tours
 - v. Port open house
 - iii. Media partnerships
 - a. Local TV and radio stations
 - b. Editorial boards with local publications
 - iv. Website updates
 - a) Update the Port's website to have links to tenants on the "careers" page that go to the tenants' careers pages
 - b) Port openings listing
 - c) Update "About the Port" to add the Port 101 and FAQs document
 - d) Add "Port in the Community" with a high-level spotlight of the Port understanding its role as a community partner, ways the Port engages with the community, and highlighting the various Port groups such as the CAC, TPAC, and the Coalition
 - v. Social media plan
 - a) Website news section and highlights

- b) Geofencing and display ads
 - c) Newsletter distribution
 - d) Annual report
 - vi. Tracking
 - a) Coverage totals
 - b) Impressions
 - c) Number of engagements
 - d) Sentiment analysis
- III. Develop Port Employer and Stakeholder Orientation
 - a) Highlight the history and context of the Port and its role in the community
 - b) Collaboration with CAC and TPAC
 - c) Encouraged for current tenants; required for new tenants
 - d) Include key stakeholders in orientation
 - e) Onboard and demonstrate the Port's commitment to the community and an equitable workforce
 - f) Connect tenants to resources and pipelines to individuals seeking training and sustainable employment
 - g) Promote training opportunities
- IV. Quarterly meetings:
 - i. CAC:
 - a) Port to host and facilitate quarterly CAC meetings to ensure the community is abreast of Port news and activities
 - b) Allow the community to provide updates from members and address any community concerns, challenges, etc.
 - ii. TPAC
 - a) Port to host and facilitate quarterly TPAC meetings
 - b) Partners can discuss development, implementation, and management of workforce development program
 - c) Fine-tune any information that needs to be shared with the community about the workforce development program
 - d) Allow a different employer or stakeholder to present at each meeting to spotlight their services and opportunities
 - iii. Workforce Development Coalition:
 - a) Port to host and facilitate quarterly Coalition meetings
 - b) Discuss how to best advocate and promote the workforce development program to the community

- V. Community outreach
 - i. Port as a part of the community
 - a) Through CAC meetings, the Port will be abreast of community events and opportunities for engagement and to partner within the community
 - b) Community outreach will include the local residential, workforce, and business communities
 - c) With the help of the CAC, the Port will identify key opportunities for the Port to engage in including, but not limited to:
 - Community resource fairs
 - Community job fairs
 - Gulfport Chamber of Commerce meetings
 - Community meetings where workforce, economic development, and/or the Port is expected to be on the agenda
 - ii. Port as a resource
 - a) Port website
 - b) Newsletters
 - c) Sponsor community events such as the Harbor Lights Festival
 - d) Tours of the Port through school, educational, and workforce programs

Metrics

- I. Workforce demographic data
 - a. Zip code data
 - b. Skill set data
 - c. Open positions
 - i. Projections
- II. Participation statistics
- III. Program completion
- IV. Retention
- V. Job placement
- VI. Event attendance
- VII. CAC engagement

- VIII. Website engagement
 - a. Visits
 - b. Comments submitted
- IX. Social media engagement

- a. Impressions
- b. Likes shares, and comments

Key Partners

To ensure the successful creation of a workforce development program, an alliance of partners and supports for this effort is needed. Through the many interviews with stakeholders, not only have we been able to identify key partners for this workforce initiative, but we have also been able to identify potential partners we believe will be key to our overall success. The Port of Gulfport and WSP have identified the following key partners:

- City of Gulfport, Mississippi (multiple departments)
- Climb Community Development Corporation (Climb CDC)
- Harrison County (multiple departments)
- International Longshoremen's Association (ILA)
- Jackson County
- Job Corps
- Mississippi Gulf Coast Chamber of Commerce
- Mississippi Gulf Coast Community College (MGCCC)
- National Association for the Advancement of Colored People (NAACP) – Gulfport Chapter NAACP
- North Gulfport Civic Club

The full list of stakeholders will be included in the Appendix.

WSP Support

To implement the Port of Gulfport Workforce Development Plan, the Port will have the support of the WSP USA team. The team will be able to provide needed support to develop the detailed plan, manage key tasks of the plan, participate, assist with any engagement (CAC, TPAC, and Coalition), and to implement the plan. We understand the level of support the Port of Gulfport staff is needing and we are fully prepared to assist with the development of the workforce development plan. WSP will provide the needed dedication and attention to detail required for the successful implementation of the plan.