

The Propulsion Lab

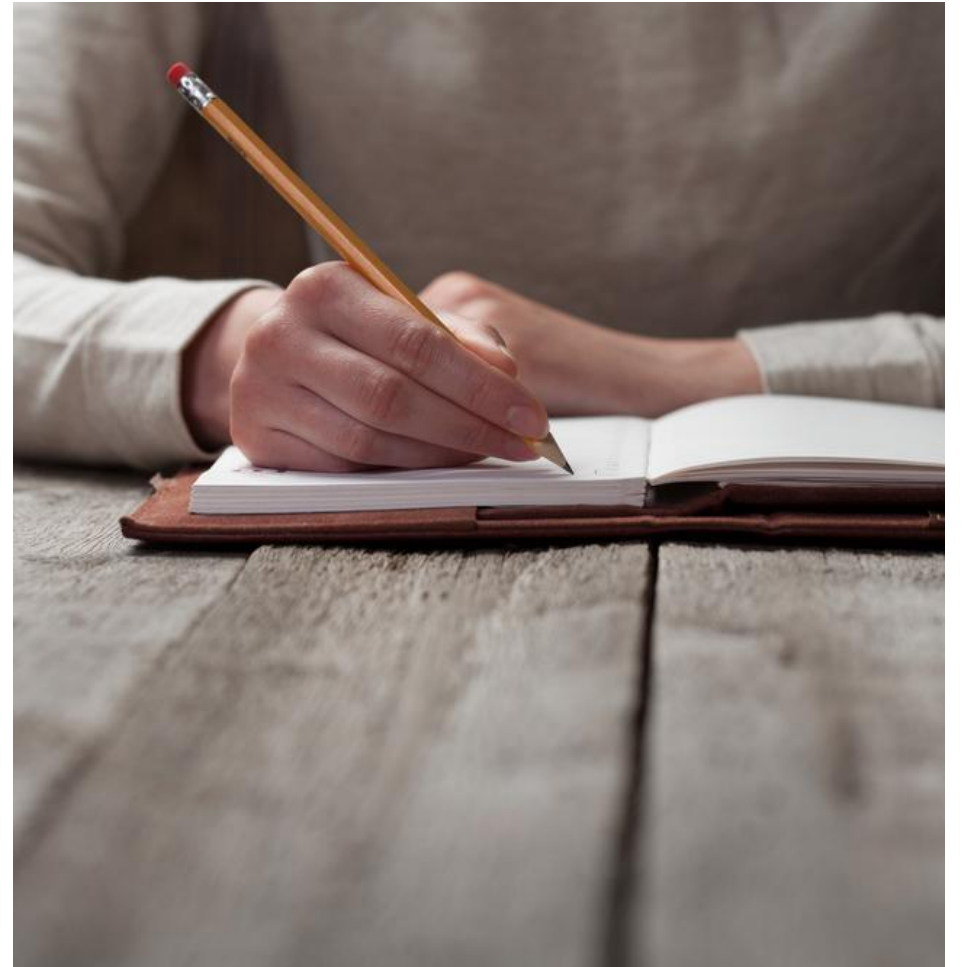
- Career Training & Support
- Internship Opportunities
- Scholarship Program

Dr. Tony Lewis
Cal Maritime



Agenda

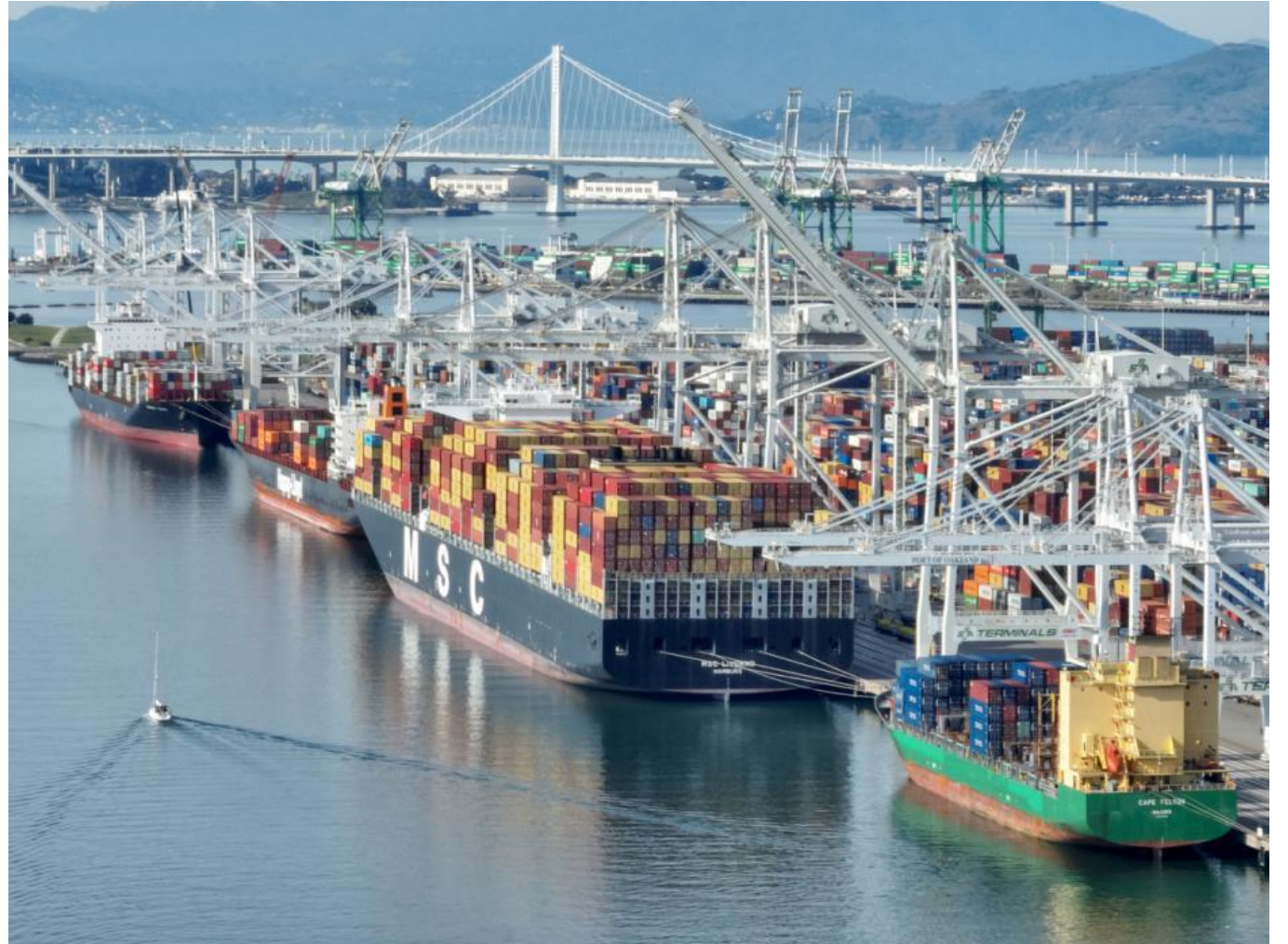
- **Background Information:**
 - The International Business & Logistics Program (IBL)
 - Institutional/programmatic success
 - Enrollment failure
- **The Propulsion Lab Concept:**
 - Structure
 - Stakeholders
 - Value proposition
- **Looking Ahead:**
 - Lessons learned from pilot launch
 - Future changes



The International Business & Logistics (IBL) Program at Cal Maritime

Two Areas of Focus

- Maritime Business
- Supply Chain Management



Institutional Success

- Recently, Cal Maritime has celebrated many successes
- National media outlets consistently report about the quality and value of a Cal Maritime Education
 - **Forbes** (Whitford & Novack, 2023)
 - **Money** (Mulhere, 2022)
 - **Business Insider** (Dodd, 2023)

US News and World Reports ranked Cal Maritime as their #1 best public college in the West in 2024 (US News & World Reports, 2024)



Programmatic Success

Georgetown University (2022) ranked the economic value of 5,500 business programs by return on investment

- Found that Cal Maritime's IBL program placed in the top 5%
 - High job placement
 - High salaries
 - High graduation rates
 - Low cost of attendance

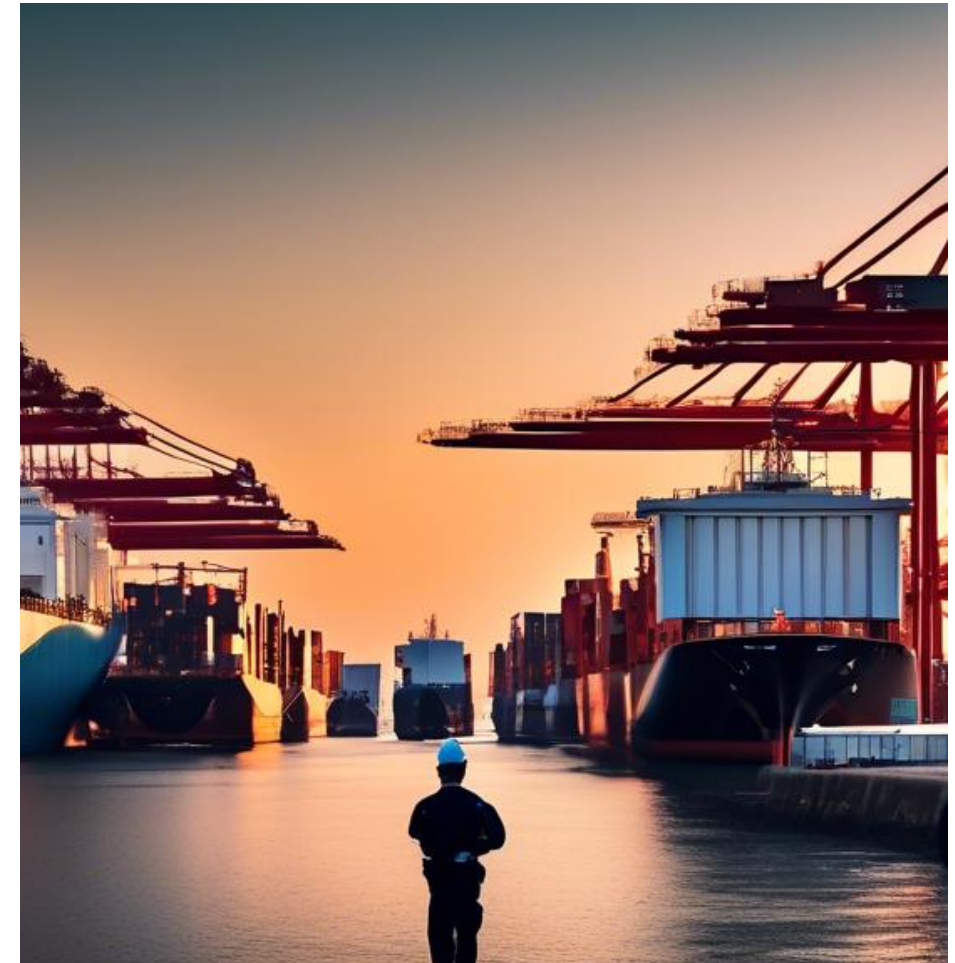
*GEORGETOWN
UNIVERSITY*

McCourt School *of Public Policy*

**CENTER ON
EDUCATION AND
THE WORKFORCE**

Programmatic Success

- The marine economy grew by 10.5% in 2021 (NOAA Office for Coastal Management, 2021)
 - U.S. economy's overall growth rate of 5.9% (NOAA Office for Coastal Management, 2021)
- Maritime Business Professionals earn \$115,000/yr (<https://coast.noaa.gov/states/fast-facts/marine-economy.html>)
- Demand for logisticians to increase by 18% from 2022-2032 (Bureau of Labor Statistics, 2023)
 - Much faster than average U.S. job growth (Bureau of Labor Statistics, 2023)



Programmatic Success

High Job Placement

- Almost always over 90%
- Achieved 100% placement in 2023
- Best job placement in the CSU



Enrollment Failure



The New York Times Magazine

Americans Are Losing Faith in the Value of College. Whose Fault Is That?

For most people, the new economics of higher ed make going to college a risky bet.

Enrollment Strategy Challenges

- College fairs are difficult
- Our program is unique and unfamiliar to most youth
- Difficult to convincingly relay benefits
- Many students arrive due to a family member working in maritime



The Propulsion Lab Concept – A Collaboration



CAL MARITIME



[®] The opportunity
engine



The Propulsion Lab Concept – 3 Parts

1. **Job Training:** Cal Maritime students teach job search skills to HS students & transitional aged youth
2. **Internship Offerings:** Provided by maritime-related businesses located in our community
3. **Scholarship Program:** To route participating youth to Cal Maritime and encourage them to complete their degree program



Key Stakeholders

- **Underserved Youth:**
 - Cultivate job skills
 - Go to college
 - Gain exposure to the maritime industry
- **Internship Providers:**
 - Access enthusiastic, well-vetted, experienced, and diverse future employees
 - A highly visible supporter of their communities
- **Cal Maritime Students:**
 - Contribute meaningful community service
 - Become experts in job search techniques
 - Gain valuable, paid internship experience



Program Funding – Budget Projection

The Propulsion Lab - Annual Budget

Scholarships	\$ 40,000	Ten \$4k scholarships
Travel Reimbursement	\$ 10,000	20 interns X \$20 per round trip X 25 total work shifts
CSUM Student Job Coaches	\$ 3,600	3 CSUM Students (30hrs training + 30hrs coaching) @ \$20/hr
Faculty Advisor - Program Manager	\$ 44,000	2 fall & 2 spring course releases @ \$11,000 per
Marketing & outreach	\$ 5,000	Initial meeting with parents and closing celebration
CSUM Overhead	\$ 10,000	Equals 10% of total grant amount
Total Costs (if intern provider compensates)	\$ 112,600	
High school student internship Pay	\$ 32,000	20 interns X 100hrs @ \$16/hr
Total Costs (if Propulsion Lab compensates)	\$ 144,600	

Solano County Workforce Development Board Grant - \$83,000

Propulsion Lab Strengthens Cal Maritime



Enrollment Growth

Student Retention

Inclusion

Socioeconomic Mobility

Career Readiness

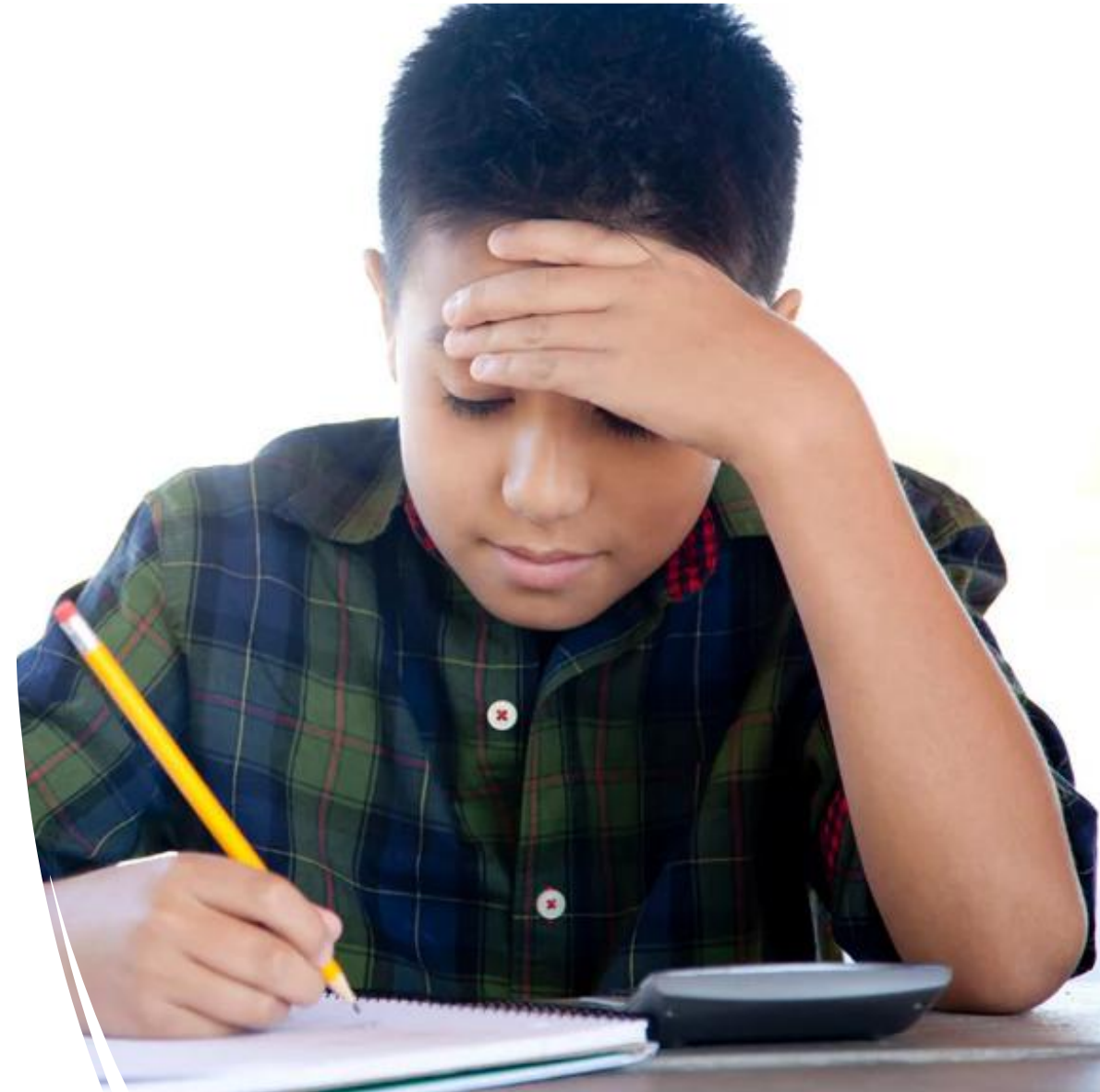
Connection with Industry

Academic Excellence

Community Outreach

Lessons Learned

- Many funders will not go alone
 - Go after small contributors
- Difficult for universities to access some grants
- Corporate funding increasingly important
- Get buy-in from the Career Center
- Make an advisory board, then ask for money
 - Keep it lean
 - Enlist one high-ranking campus leader



Distinguished Advisory Board

- **Reina Robinson:**
 - Founder/Director of the Center for Urban Excellence
 - <https://www.centerforurbanexcellence.org/>
- **Pippen Dew:**
 - President of Solano Association of Realtors
 - WETA Board Member,
 - Vallejo Mayoral Candidate
- **Capt. Steve Browne:**
 - Dean of the School of Management
- **Dr. Tony Lewis:**
 - Associate Professor of IBL



Looking Ahead: A Mentorship-Focused Model

- ID top performers in new Intro to Career Readiness Course
- Capable students serve as on-demand career counselors
- Target underserved communities

Propulsion Lab Spring & Fall 2026 Budget	
Administrative Overhead	\$ 18,500
Cal Maritime Overhead	\$ 2,430
Peer Mentor Pay	\$ 4,800
Miscellaneous	\$ 1,000
Total	\$ 26,730

