



GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

GNO, Inc.

Water, Work, Worlds of Opportunity

May 30, 2015

GNO, Inc. Overview

GNO, Inc. is the economic development organization serving the ten parishes of Southeast Louisiana.



Business Development

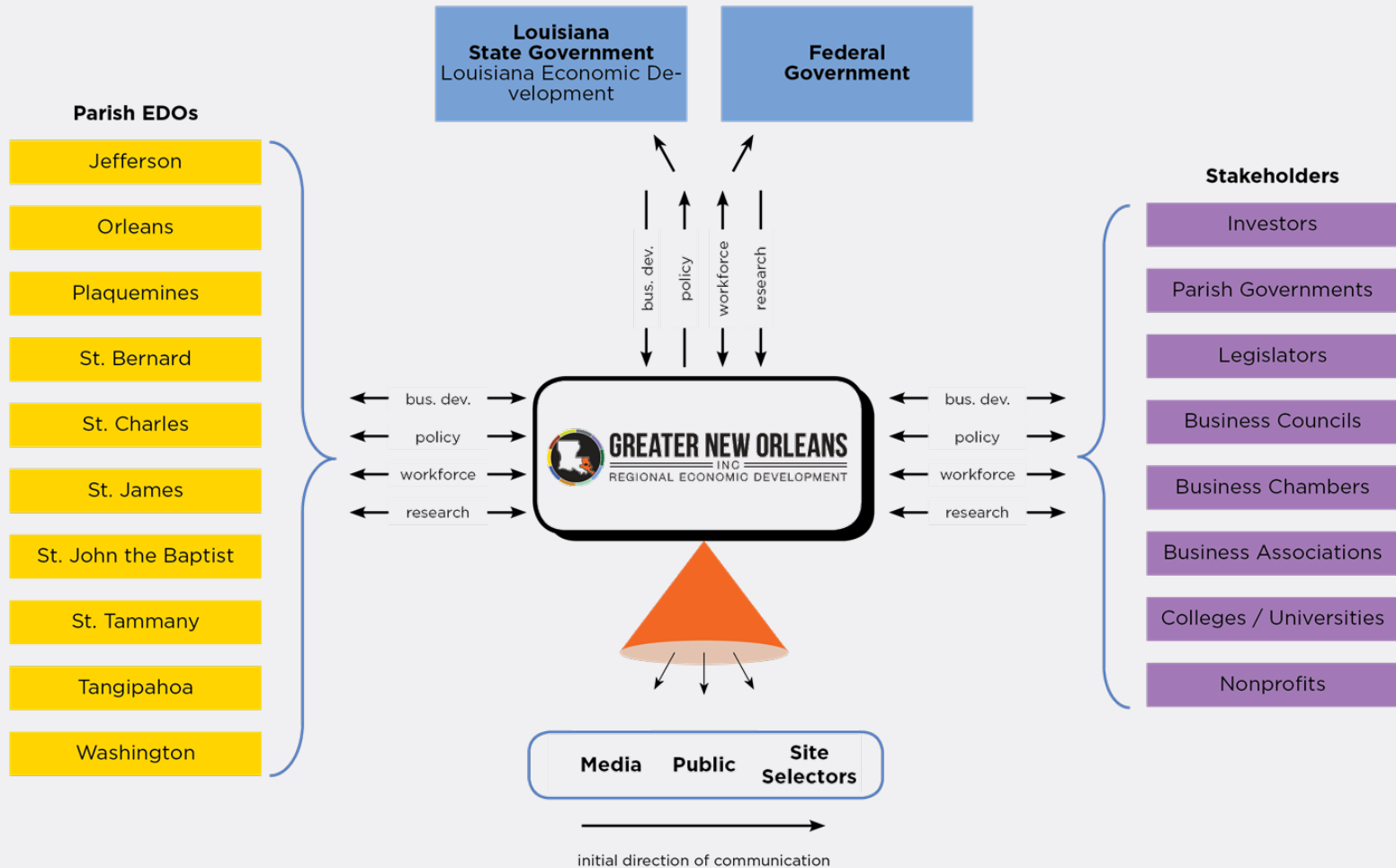
- Business Attraction
- Business Growth
- Business Retention
- Research

Product Development

- Policy
- Workforce
- Brand Development
- Access to Capital

GNO, Inc. Model

Partners and Relationships



Economy Overview - Key Industries

Greater New Orleans' economy is anchored by three “**Foundational**” industries.



Advanced
Manufacturing



International
Trade



Energy
(Oil and Natural Gas)

Economy Overview - Key Industries

Greater New Orleans' economy is growing with three
“Diversifying” industries.



Digital Media
(Software Development)



Emerging
Environmental



Biosciences
(Medical Center of Excellence)

What is Economic Development

Economic development specifically means net new cash flows into, and job growth* within, the region.



Projects that cannibalize pre-existing revenue sources or jobs within the region may be important, but are not economic development.

* Includes job retention.

Overview – International Trade

International trade and logistics are historical and future drivers of growth for the GNO region

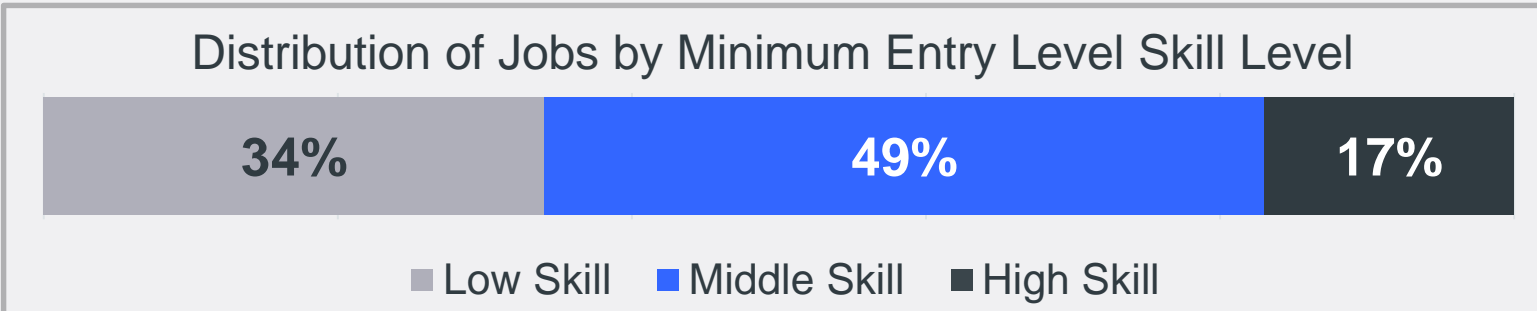


22,959 employed by the industry

+12.3% growth projected over the next 10 years

\$74,964 average earnings per job

20.5% of workers are aged 55 or older



Source: EMSI

Top Jobs – International Trade

Middle-Skill High-Demand Positions	Job Openings to 2024	Median Hourly Wage
Truck Drivers	924	\$18.82
Dispatchers	260	\$17.45
Crane Operators	156	\$23.39
Supervisors of Laborers & Material Movers	153	\$21.78
Supervisors of Machine & Vehicle Operators	146	\$25.88

High-Skill High-Demand Positions	Job Openings to 2024	Median Hourly Wage
Captains, Mates, and Pilots of Water Vessels	1,550	\$40.54
Ship Engineers	321	\$39.15
General and Operations Managers	127	\$39.71
Airline Pilots, Copilots, and Flight Engineers	32	\$54.18
Accountants and Auditors	41	\$28.88

Source: EMSI

Big Challenges and Opportunities

The greatest recovery of our lifetime means we will have a huge number of job openings over the next ten years

\$80 billion in new and expanded projects in LA

98,000 skilled craft workers needed through 2018

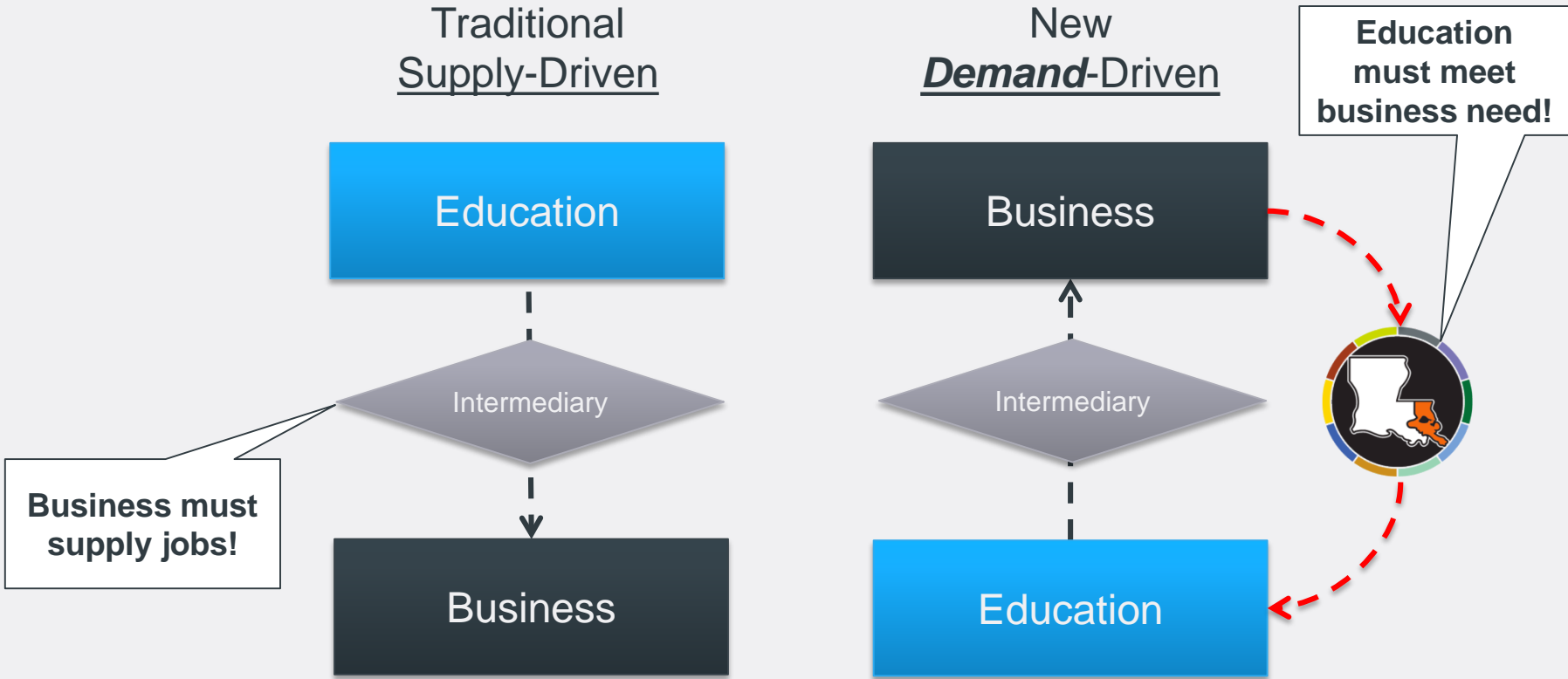
60% of openings require basic STEM literacy

1 in 5 TT&L workers if 55 or older, with fewer youth entering high-demand fields

SO WHAT CAN WE DO?

GNO, Inc.'s Role

In contrast to traditional “supply-driven” workforce system, GNO, Inc. promotes a “demand-driven” system, whereby business is the ultimate customer



GNOworks

We will need to fill 109,000 job openings over the next ten years



“K to Career” Pathways



Research & Marketing


Publish four “State of the Sector” reports to provide a high level overview of the GNO target sectors

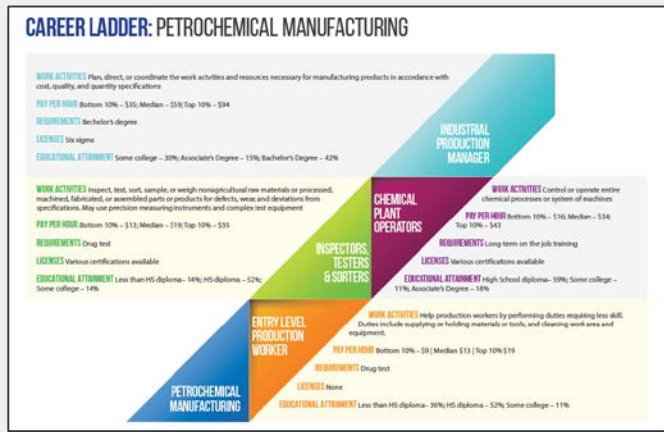


TOP MIDDLE SKILL JOBS

Middle Skill Occupation	% of Total Jobs in Industry Group (2014)	Employed in Industry Group (2014)	Job Openings to 2024	Median Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training (OJT) Needed to Attain Competency
Petroleum Pump System Operators	5.8%	1,897	1,055	\$30.73	High school diploma or equivalent	Long term
Chemical Plant and System Operators	1.9%	637	360	\$34.52	High school diploma or equivalent	Long term
Industrial Machinery Mechanics	1.9%	420	271	\$23.70	High school diploma or equivalent	Long term
Inspectors, Testers, Sorters, Samplers, and Weighers	1.9%	636	240	\$18.77	High school diploma or equivalent	Moderate-term
Heavy and Tractor-Trailer Truck Drivers	2.1%	702	229	\$18.85	Postsecondary non-degree award	Short term
First-Line Supervisors of Production and Operating Workers	2.6%	855	228	\$33.36	Postsecondary non-degree award	None
Sales Representatives	1.8%	583	199	\$25.62	High school diploma or equivalent	Moderate-term
Maintenance and Repair Workers	1.8%	581	179	\$15.15	High school diploma or equivalent	Long term
Business Operations Specialists	1.7%	554	133	\$26.15	High school diploma or equivalent	Short term
Architectural and Civil Drafters	1.3%	430	70	\$23.54	Associate's degree	None

ON AVERAGE, MIDDLE SKILL WORKERS MAKE **35% MORE** THAN LOW SKILLED WORKERS ANNUALLY





GNO World of Work (WOW)

Increase the quantity and quality of touch points between industry and schools



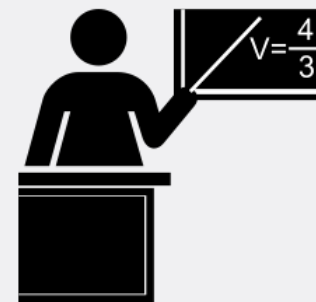
Industry



GNO WOW



- 1) Future Building Fridays
- 2) Tech Skills Expo
- 3) NEPRIS



K-12

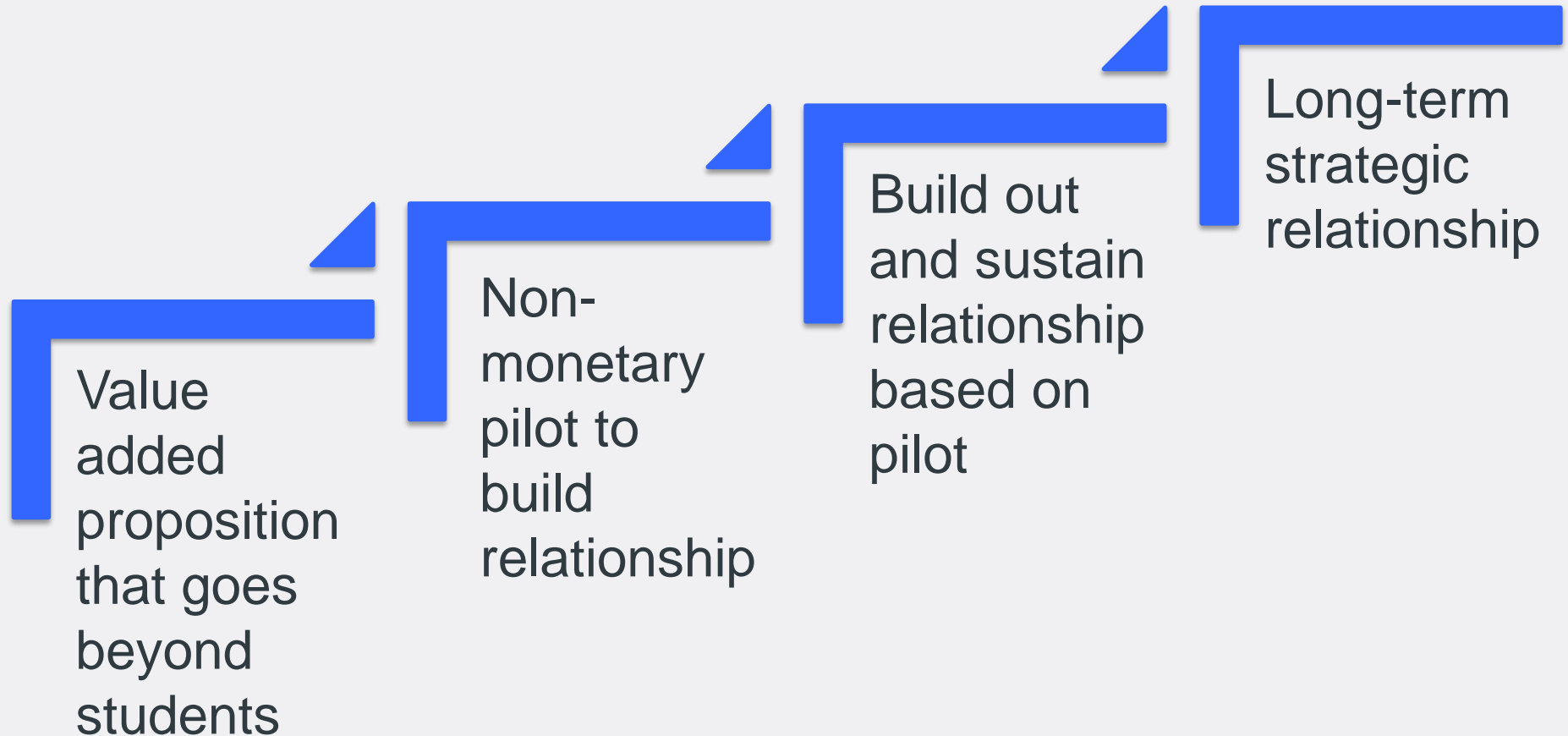
Systems Change

Invest and enhance marketing tools



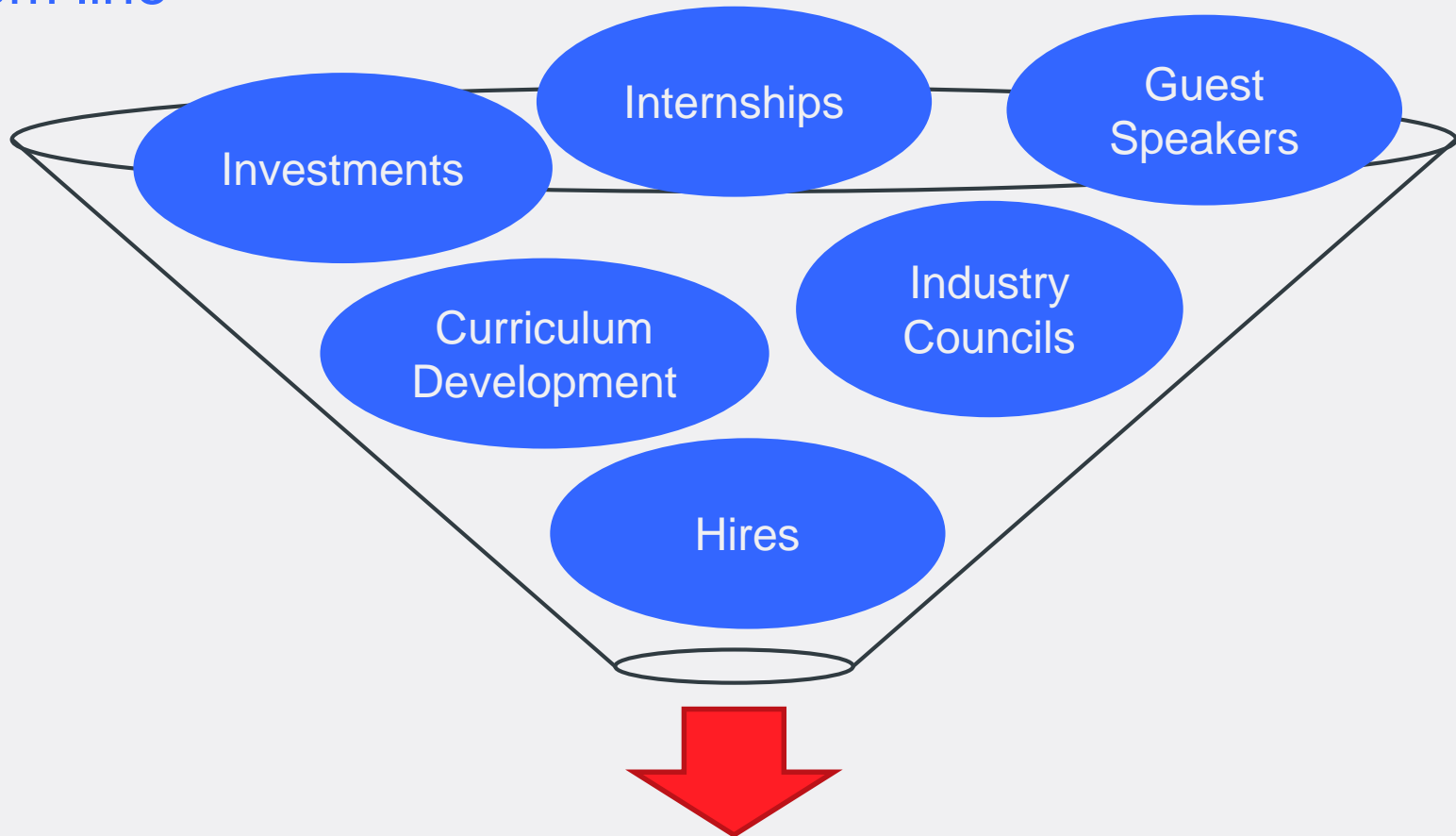
Evolution of Collaboration

GNO, Inc. facilitates relationships between industry and schools that are built on mutually beneficial projects and not financial obligations



Collaboration Outcomes

The sum of initiatives must ultimately contribute to a company's bottom line



Relationship that Increases the Bottom Line!

Develop Don't Recruit

Invest in building your collective talent pipeline

1. **Engage** early and often
(think K-12)
2. **Collaborate** with competitors
3. **Think BIG**, pilot and perfect



Engage - Future Building Fridays

Educate educators about economy and workforce opportunities

- First session held at the Port of NO to showcase TT&L
- Full series focused on GNO's six target sectors
- Sessions feature tours, young and diverse employees, education on aligned training opportunities
- Full region-wide rollout will occur from Sept 2015 – June 2016



Collaborate – Tech Skills Expo

Multi-employer expos offering students hands-on engagement with skills, careers and employers

- 8 Industry Partners
- 1,300+ students
- 71% had interest in dual-enrollment programs
- Connected students to employers, career pathways, and training opportunities in skilled crafts
- Replicable and scalable model across sectors



Think Big – NEPRIS

Online platform that brings working professionals to the classroom

- Piloting with 100 high school STEM and CTE educators
- Zero cost for YOUR company to connect to classrooms through out the Gulf Coast and nation
- <http://gnoinc.nepris.com/>



Founder, Sabari Raja

Key Takeaways

1. **Engage** early and often (think K-12)
2. **Collaborate** with competitors
3. **Think BIG**, pilot and perfect

Contact Information

Thank you for your partnership



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