



California Sustainable Freight Foundations Certificate For Middle Managers A Workforce Development Pilot Project for the California Sustainable Freight Action Plan

*Developed by the
Center for International Trade and Transportation
College of Professional and International Education
California State University, Long Beach
California Energy Commission
Governor's Office of Business and Economic Development*

EXECUTIVE SUMMARY OF THE CALIFORNIA SUSTAINABLE FREIGHT ACTION PLAN (CSFAP)

In July 2015, Governor Brown issued Executive Order B-32-15, which provides a vision for California's transition to a more efficient, more economically competitive, and less polluting freight transport system. This transition of California's freight transport system is essential to supporting the State's economic development in coming decades while reducing harmful pollution affecting many California communities. To support these needs, the California Energy Commission (CEC) partnered with the Governor's Office of Business and Economic Development (GO-Biz) and the Center for International Trade and Transportation (CITT) at California State University, Long Beach (CSULB) to convene working groups with industry stakeholders and the California Workforce Development Board. The working group's task is to identify and implement steps to ensure that sufficiently skilled labor is available to meet the needs of an expanding freight-related job market. CITT, CEC, and GO-Biz, together with the guidance of the working group, developed this pilot workforce development program for middle managers involved with freight.

LEARNING OBJECTIVES FOR THE CERTIFICATE

Environmental and other compliance regulations and disruptive technologies have changed workforce responsibilities for managers in transportation and supply chain industry sectors. The COVID-19 pandemic, moreover, has further increased these demands. Compliance reporting, efficient and effective program management, foundational knowledge of energy ecosystems, and the use of data require targeted training at the middle managerial level; for instance, strategic roadmaps are required to identify inefficiencies in production, improve operations, increase revenue, and enhance both environmental and economic sustainability.

TARGET AUDIENCE

Small and medium sized (SME) companies will be the focus. Freight sectors that will be targeted include drayage, trucking, rail, manufacturers (OEMs), freight forwarders, distribution and warehousing, terminals, and transloading facilities. Targeted occupations include:

- Facilities Managers
- Fleet Coordinators/Managers
- Compliance Managers
- Safety and Security Operations Managers/Safety, Security, and Environmental (SSE) Compliance Managers
- Documentation Managers
- Maintenance Managers
- Environmental Planners
- Transportation Planners/Managers
- Land Use Planners
- Freight Program Managers

CERTIFICATE MODULES

Module	Description
Current Issues in Freight Systems and Management	Delineate the roles, responsibilities and limitations of various public and private sector actors involved in managing and overseeing the flow of goods
Introduction to Energy, Infrastructure and Sustainability	Gain current, up-to-date knowledge of requirements and trends in energy, infrastructure, and sustainability
Introduction to Regulatory Compliance	Acquire necessary tools to identify the specific regulatory agencies and subsequent programs that directly impact or influence day-to-day operations of transportation and/or warehousing and distribution providers
Introduction to Data/Metrics in Freight Management	Acquire strategies for collecting, interpreting, and utilizing data to develop metrics and targets that benefit single facilities or organizations as a whole; find and assess data; develop and integrate metrics
Legal Issues in Freight Management	Gain practical knowledge about the common pitfalls of a domestic and international freight shipment; learn how to protect a company's interests through planning, negotiating, contracting, and managing risk, focusing on the resource needs of small- and medium-sized enterprises (SMEs)

Introduction to Digital Skills Building: IT/Operations	Learn how digital tools can improve your operations. Content TBD and will be further informed by employer/participant input.
Capstone Project	The participation in this capstone project will embed all of the employability skills identified as critical by industry (collaboration, critical thinking and problem solving based on data, communication, process improvement) together with the skills and knowledge presented in this Certificate program. Participants will be expected to work in groups and dedicate approximately 10 hours of asynchronous hours toward the project.

CERTIFICATE CONTENT

CITT identified industry and education subject matter experts who assisted in developing learning objectives, content, delivery, assessment design, and the final capstone project. CITT will deploy online surveys to potential participating employers and participants to gather specific data on requested course content. Note that CITT has deployed a middle-skill (more than a high school diploma, less than a four-year college degree) workforce gap analysis survey in transportation and supply chain industry sectors through a SB 1-funded California State University Transportation Consortium grant. Data gathered from this project includes critical technical skills required for middle managerial staff; this data also informs the curriculum content. In addition, a Curriculum Advisory Board together with the CSFAP working group will continue to provide guidance.

COURSE DELIVERY

Course sessions will be taught 100% online by industry subject matter experts through California State University, Long Beach’s College of Professional and International Education (CPIE) beginning in July 2020 through October 2020, a roughly three-month period. Mandatory class sessions will be online using Zoom on Friday afternoons (from 1 – 4), with homework and a collaborative group project (capstone) due in October. The capstone will be presented via Zoom to the Sustainable Freight Action Plan working group in October and November 2020. A California Sustainable Freight Foundations Certificate will be presented to participants who have successfully completed all the sessions, including the capstone project. Certificates will be presented by December 31, 2020.

Subject	Date	Method of Instruction
Certificate Overview (Mandatory)	Friday, July 31, 2020	Online (Zoom)
Current Issues in Freight	Friday, August 7, 2020	Online

Energy, Infrastructure, and Sustainability	Friday, August 14, 2020	Online
Regulatory Compliance	Friday, August 21, 2020	Online
Data and Metrics in Freight	Friday, August 28, 2020	Online
Legal Issues in Freight	Friday, September 11, 2020	Online
Digital Skills/IT and Operations	Friday, September 18, 2020	Online
Capstone Project Development + presentation to working group	TBD by teams	Online

PROGRAM COST

There will no cost to this pilot certification program. If the participant/student or employer would like continuing education units (CEUs), there will be a fee of \$40 paid by the participant/student or employer to CPIE.

APPLICATION PROCESS

As this is a statewide initiative and pilot participation is limited, if you as an employer or as an employee is interested in participating or have questions, **please send an email as soon as possible, but no later than May 22, 2020 confirming interest to the Project Manager, Deanna Matsumoto, at deanna.matsumoto@csulb.edu.** You will receive a confirmation email upon receipt and will be emailed an application.