



COMMUNITY UPDATE

News about implementation of Certified Logistics Associate (CLA) and Certified Logistics Technician (CLT) training and certification system.

ProMat 2009 Venue for Announcement of New CLA/CLT System

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On January 14, at the Pro Mat 2009 International Logistics Show in Chicago, **Leo Reddy, CEO, Manufacturing Skill Standards Council (MSSC)** publicly announced the availability of a new, industry-led training and credentialing system for front-line workers in supply chain logistics. Individuals will be assessed for two credentials: the *foundational-level Certified Logistics Associate (CLA)* certificate and *mid-level Certified Logistics Technician (CLT)* Certification. CLA is a prerequisite for CLT.



Mr. Reddy announces CLA/CLT System

These certifications address the core competencies of higher skilled, front-line material handling workers (entry-level to first line of supervision) across the supply chain: from factories, to warehouses, to distribution centers, to transporters. Based upon industry-defined, nationally validated standards, the system includes courses, textbooks, teacher training, assessments, registry, and MSSC credentials.

These industry-recognized, nationally portable CLA and CLT credentials help prepare individuals for careers in the rapidly growing and changing world of global supply chain logistics.

Companies will benefit from a pipeline of higher skilled workers, decreased recruitment

costs, elimination of remedial training costs, and an agile, readily trainable workforce able to adapt to change—the “Industrial Athlete of the Future.”

MSSC developed this new supply chain logistics certification system under a July 2007 grant from the U.S. Department of Labor to the North Central Texas Workforce Board (NCTWB) and in partnership with the Texas Manufacturing Assistance Center (TMAC). The CLA/CLT System is analogous to the established, nationwide MSSC training and certification system for front-line manufacturing workers, leading to the Certified Production Technician (CPT) certification.



- Industry Leadership Panel
- Association Leadership
- Education Leadership Panel
- Workforce of the Future Pavilion



Certified by
MSSC

Key Work Activities for Standards, Training and Assessment

Certified Logistics Associate (CLA)

Global supply chain logistics life cycle
 Logistics environment
 Material handling equipment
 Safety principles
 Safe material handling / equipment operation
 Quality control principles
 Workplace communications
 Teamwork, problem solving & good conduct
 Using computers

Certified Logistics Technician (CLT)

Product receiving
 Product storage
 Order processing
 Packaging and shipment
 Inventory control
 Safe handling of hazmat materials
 Evaluation of transportation modes
 Dispatch and tracking

Pro Mat Event

This announcement took place during a Special Event, "Training and Certifying the Workforce of the Future," organized by MSSC and the Pro Mat 2009 organizer, the Material Handling Industry of America (MHIA). **Allan Howie, Director of Continuing Education and Professional Development, MHIA**, opened the proceedings, noting MHIA's support for certification of front-line workers.

George Prest, Board President, Material Handling Education Foundation, underlined the importance of bringing consensus around national programs that can seriously address the skilled workforce shortage in the industry.



Mr. Howie at the Training and Certifying the Workforce of the Future Event.

Coming Soon: Assessments and Courses for CLA and CLT

The assessment pilot for CLA and CLT was completed on March 13, 2009. The assessments will be available for purchase by April 15. MSSC is also developing a full suite of curriculum materials including textbooks, eLearning modules and instructor packages which will be available in June 2009.

Industry Leadership Panel



Mr. Boecking moderates the Industry Leadership Panel

Panel Moderator, **Steven Boecking, VP, Hillwood Alliance Logistics Hub**, reported his company's support for the new CLA/CLT system and its plan to start classes in the DFW area. To applause, **Ron Bullock, Chair, Bison Gear & Engineering and Chair, Illinois Manufacturers Association**, announced the plan the IMA Foundation to grant funds to 20 community colleges in IL to receive MSSC Certified Assessment Center training to deliver assessment for both CPT and CLA/CLT.

Mark DeFabis, President and CEO, Integrated Distribution Services (IDS), stated that CLA/CLT will be highly important to Indiana as a cost-saving measure and a channel to secure the workers needed by the logistics industry. Noting the importance of workforce training to maintaining Chicago as the nation's transportation mecca, **Michael Johl, Industry Chair, Transportation, Distribution and Logistics Task Force, Illinois Workforce Investment Board**, saw CLA/CLT as an extremely valuable tool for filling the skills gap and helping to deal with the wave of retirements that will hit the industry hard. **Mark Antonini, Regional Director, Customer Solutions, UPS**, said that his company will look forward to seeing how CLA/CLT can help, given UPS' strong emphasis on supply chains and the need to develop qualified supply chain logistics personnel.

In response to a question about CLA/CLT benefits for industry, panelists added the following: reduction in the high turnover rate (about 70%) in material handling workers; raising awareness of the industry among job applicants; a tool to identify more motivated applicants interested in self-improvement; increasing the pool of better qualified workers; reducing recruitment costs and time; strengthening workforce foundational skills.

“CLA/CLT is an extremely valuable tool for filling the skills gap and helping to deal with the wave of retirements that will hit the industry hard.”



From L to R: Ron Bullock, Mark DeFabis, Michael Joel, and Mark Antonini

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Association Leadership Panel

Panel Moderator, **John Nofsinger, CEO, Material Handling Industry of America (MHIA)**, pointed to the “disruptive demographics” that are creating a growing shortage of qualified workers. He also referred to MHIA’s efforts to respond to this challenge through writing training materials, reaching out to high schools and two-year colleges, and helping to equip these institutions with equipment for hands-on training.

Liz Richards, Executive Vice President, Material Handling Equipment Distributors Association (MHEDA), described the activities of the Council Industry Council on Material Handling Education (CICMHE) in providing materials and teaching aids for use in a variety of education/training settings. **Mike Romano, Chair of the MHEDA Industry Advocacy Committee and CEO, Associated Material Handling Industries**, noted the importance of raising awareness of the need for material handling education and training.

Abe Eshkenazi, CEO, American Production and Inventory Control Society (APICS), reporting that his members are looking for certifications, called for greater focus on career pathways beginning at the high school and two-year college levels. Noting that logistics associations have been too siloed in the past, he suggested a greater collective focus on customer needs to meet the big challenges ahead in finding enough skilled workers. **Paul Novak, CEO, Institute for Supply Management (ISM)**, observed that skills training needed more focus on skills that

workers need in the future and more attention to the importance of the global, not just the national, supply chain. He agreed with the suggestion for greater collaboration among logistics associations, noting that this has not always proven easy in the past.

Rick Blasgen, President and CEO, Council of Supply Chain Management Professionals (CSCMP), recalled the close ties between CSCMP and academia. He agreed with the notion of more seamless and flexible career pathways, but still wondered where the industry was going to find a qualified future workforce. **Michael Mikitka, Interim Executive Director, Warehousing Education and Research Council (WERC)**, summarized WERC’s role as a professional association focused on warehouse management.



From L to R: Liz Richards, Mike Romano, Abe Eshkenazi, Paul Novak, Michael Mikitka, Rick Blasgen

Education Leadership Panel



L to R: Don Frazier, David Rubright, Elaine Puri, Ruben Johnson

Panel Moderator, **Allan Howie**, invited his panelists to summarize their approach to logistics training and certification. **David Rubright, Workforce Education Coordi-**

nator, Lehigh Career and Technical Institute, PA, characterized CLA/CLT as highly important to the goals of LCTI. **Ruben Johnson, Dean of Business, Cedar Valley College, Dallas County Community College System**, reported on his school’s leadership in the DFW area in providing training for both MSSC CPT and CLA/CLT certifications.

Elaine Puri, Director, Florida Banner Center for Logistics and Distribution, Lake City and Polk Community Colleges, Florida, was actively interested in logistics workforce training and certification in response to the growth of the logistics industry in her state. **Don Gilman, Director, Don Frazier Center for Material Handling Technical Training, Applied Technology Center, Rock Hill College, SC**, also noted the increasing demand from companies for higher skilled workers to improve bottom lines.

Key Updates

ASSESSMENTS

February 23-March 13 – Assessment Pilot conducted by 20 MSSC-Certified Assessment Centers at community-tech colleges with test-takers from logistics companies in their geographic areas. **March 14-24** – Psychometric analysis of pilot results and finalization of cut scores

March 26 – MSSC announcement at N. Texas Advanced Manufacturing & Logistics Summit of completion of assessments and their availability

March 26 onwards – Availability of CLA/CLT Certification Assessments on line through 145+ MSSC-certified assessment centers at community colleges, at 1000+ NOCTI-registered high school sites (for high school students only), and at MSSC-certified company sites

NOTES:

- CLA/CLT Assessments last 90-120 minutes each and consist of 75-80 questions.
- Community colleges, high schools, or companies wishing to receive MSSC Assessment Center Certification training should contact MSSC.

INSTRUCTOR CERTIFICATION TRAINING

March 25 – Completion of CLA/CLT Instructors Package, which includes: power points, exercises and reference materials for each CLA/CLT course unit, as well as instruction on using class-room and online materials, as well as LMS system allowing instructor to track progress of each student online materials.

March 31-April 2 – First CLA/CLT 3-day Instructors Training class at Tarrant County Community College Opportunities Training Center near DFW Airport. (TCCC is the principal training organization for the Alliance Global Logistics Hub, operated by Hillwood Alliance Global Logistics Hub)

Notes:

- This training is limited to 15 instructors already recruited from DFW area. MSSC will shortly issue a 2009 calendar for monthly Instructor Certification Training at TCCC and other locations in the U.S.
- MSSC is seeking other regional sites for this training
- All trainees at a three-day MSSC Certified Instructor Training Course must first secure a CLT Certification.
- MSSC will offer its courses (see below) only to educational/training institutions that either have a MSSC-Certified Instructor for CLA/CLT or have purchased a CLA/CLT Instructor's Package

COURSES

- Textbooks for CLA and CLT courses are completed, but will be sold only as part of course orders
- Each course will also include an elearning portion being developed by MSSC to further enhance student/trainee knowledge and skills, including computer skills

March 28 – CLA course, including elearning portion, will be complete and will be reviewed as part of the first Instructor Certification Training class March 31-April 2

April-May – Pilot of CLA and CLT courses at TCCC

June – CLA and CLT courses will begin in North Texas delivered by three schools for 250 students

July – MSSC announces nationwide availability of MSSC Courses.

Notes:

- CLA Course will have 10 units requiring two hours each of instruction
- CLT Course will have 8 units requiring two hours each of instruction
- CLA/CLT Courses test knowledge
- Hands-on training is not included in these courses, although education institutions are welcome to supplement MSSC courses as appropriate
- Individuals are not required to take any courses in order to take a CLA/CLT Assessment
- CLA/CLT courses are designed to enhance knowledge and skills as well as helping individuals improve their prospects for success on CLA/CLT assessments

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CERTIFYING THE
INDUSTRIAL ATHLETE
OF THE FUTURE.

The Manufacturing Skill Standards Council (MSSC) is an industry-led training, assessment and certification system focused on the *core* skills and knowledge needed by the nation's production and logistics workers. The nationwide MSSC System offers both entry-level and incumbent workers the opportunity to demonstrate that they have mastered the skills increasingly needed in the high-growth, technology-intensive jobs of the 21st century.

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Upcoming Event

Mark Your Calendar!

If you are in Texas area or have key contacts there, please encourage them to attend the "North Texas Advanced Manufacturing and Logistics Summit," March 26 at the Gaylord Texan Resort, Gaylord TX. Focus: Guidance on Implementing CPT and CLA/CLT training and certification systems in companies, schools, workforce boards, and economic development organizations. Speakers include Jim McCaslin, President and COO, Harley Davidson; Mike Berry, Presi-

dent, Hillwood Global Logistics Hubs, and Tom Pauken, Commissioner, Texas Workforce Commission. For more information and to register: www.northtexasmanufacturingsummit.com/



The North Texas Advanced Manufacturing and Logistics Summit