



**CAPTAIN SANDY'S CHARITIES
STEERING TOWARD SUCCESS ORGANIZATIONAL IMPACT MARITIME**

WORKFORCE PIPELINE PROBLEM AND SOLUTION MODEL

WORKFORCE PROBLEM WE ARE SOLVING

Maritime is essential infrastructure. Over **80 percent** of global goods move by sea; maritime trade is a multi-trillion-dollar engine.

The industry is changing faster than the workforce pipeline. Decarbonization, digitalization, and resilience requirements are reshaping jobs and skills in ports, shipyards, and vessel operations.

Policy and technology are compressing timelines. Net-zero targets and automation are accelerating the shift to new fuels, new systems, and new compliance demands.

The gap: Retirements are outpacing replacements. The skilled trades workforce is aging, and entry into maritime trades is not keeping pace.

Critical roles are hardest to fill. Electricians, mechanics, welders, carpenters, engineers, crew, and port operations roles are increasingly constrained.

Training capacity and visibility lag demand. Students and career pathways, and employers lack scalable, job-aligned pipelines.

WHY FLORIDA

Florida is a major maritime economy with immediate employer needs. The state's **14.6** billion maritime sector and its workforce base depend on reliable talent flow.

At the same time, **Florida's K–12 system has become choice-driven; in 2024–25, a record 53 percent** of students used education choice options, with roughly **1.9 million students** enrolled outside their zoned district schools, including in magnets and career academies.

****[Source for Florida education choice statistic: NextSteps Blog, "Record 53% of Florida's K–12 students use education choice options," 2026.](#)

This rapid expansion of choice increases demand for high-quality, career-connected pathways like maritime STEM and workforce readiness programs.

The shortage is already limiting execution. **Shipyards, ports, and marine services** report constraints that affect delivery, growth, and modernization.

WHAT IS CHANGING IN JOBS

Green and digital roles are increasing. Clean fuels, electrification, retrofits, AI-enabled logistics, and advanced safety systems require stronger technical skill sets. Legacy roles are being redesigned. Many skills are transferable, but only with bridge training, credentials, and employer-validated competency pathways.

CAPTAIN SANDY'S CHARITIES MISSION + APPROACH

Build awareness, pathways, and employer connection early. **Education** plus exposure plus employer visibility moves talent from interest to **training and jobs**. **Create a scalable pipeline**. K–12 maritime learning, workforce readiness, STEAM alignment, and soft skills build future supply.

Support near-term shipyard needs through pathways. **Pair education with a partner-driven on-ramps into credentials, apprenticeships, internships, and entry roles.**

MEASURES OF IMPACT

Reach: students served by grade band and geography; educators trained.

Employer engagement: partners, site visits, mentoring hours.

Conversion: interest to enrollment to credential to internship or apprenticeship to hire.

Priority role outcomes: time-to-fill and retention improvements in key trades.
Inclusion: participation and completion rates for underrepresented groups.

GLOBAL RELEVANCE

The shortage and transition are global, not local. Port cities worldwide face the same retirement wave, skill shortages, and decarbonization-driven job redesign. The model scales because the core is universal and pathways are local. A standard maritime core curriculum can be deployed globally with local pathway mapping, language adaptation, and employer validation.

BOTTOM LINE

Maritime moves **80 percent** of global goods and is essential economic infrastructure. **Decarbonization and digitalization** are rapidly changing maritime job requirements.

Retirements and low skilled-trade entries are creating a widening talent gap. Shipyards and ports struggle to fill electricians, mechanics, welders, engineers, crew, and operators.

Florida is a high-impact proving ground with immediate employer constraints. **New green and tech-enabled** roles require stronger STEM, safety, and compliance skills.

Many legacy skills transfer, but only with bridge training and credentials.

Captain Sandy's Charities builds early exposure and employer-connected pathways into maritime careers

[ABOUT US | CSC INSPIRING THE NEXT GENERATION OF MARITIME LEADERS AND STEWARDS](#)

The model improves conversion from awareness to training to employment.

It scales globally via a universal core curriculum plus localized pathways and employer validation.

THE CURRICULUM & CAPTAIN SANDY'S CHARITIES K-12 MARITIME



AND OCEAN EDUCATION FOR FLORIDA SCHOOLS

Free, fully accredited classroom resources developed with :

OVERVIEW

Captain Sandy's Charities partners with Young Minds Inspired to provide fully accredited, standards-aligned K–12 instructional resources that build ocean literacy, environmental stewardship, and awareness of Florida maritime career pathways. Programs are designed for easy classroom implementation, with turnkey teaching kits and digital supports.

PROGRAMS

OCEAN RANGERS: FULL S.T.E.A.M. AHEAD

<https://ymiclassroom.com/lesson-plans/oceanrangers/>

Grades: 1–3 and 4–6

Subjects: ELA, STEAM

Students explore Florida's waterways, marine ecosystems, and ocean stewardship while discovering ocean-focused careers through engaging, age appropriate activities.



STEERING TOWARD SUCCESS: BEYOND THE DOCKS

<https://ymiclassroom.com/lesson-plans/stsdocks/>

Grades: Middle and High School

Subjects: Career Preparedness, STEM, Geography, ELA

Students connect interests and skills (technology, machinery, numbers, problem solving, hospitality, teamwork, communication) to maritime career pathways on the water and on shore.



WHAT EDUCATORS RECEIVE : Turnkey teaching kits and classroom-ready

activities ,posters and digital resources, family letters (English and Spanish), career handouts (English and Spanish), standards support and curricular alignment.

ORGANIZATIONAL IMPACT 2024 TO 2025 ACTUALS

Steering Toward Success

Educational statewide engagement

17,000 educators reached.

1.7 million teachers, students, and families engaged statewide.

Digital impressions

21.6 million impressions across in-school platforms.

Total impressions, cross-channel

Estimated to have exceeded **50 million** when combining print, digital, and in-person events.

Teacher engagement outcomes

Student appeal rated good to excellent: **95 percent**.

Educational effectiveness rated good to excellent: **98 percent**.

Desire for more programs of this nature: **100 percent**.

Programs delivered

40 programs across Florida schools during the 2024 to 2025 cycle.

Events supported

Career pathway and workforce readiness events statewide including Claim Your Future, Junior Achievement Earth Week in Palm Beach County, CareerSource career events, Miami Dade Technical College Career Expo, and school-based career fairs and showcases, Ft. Lauderdale International Boat Show, Palm Beach Int'l Boat Show.

Strategic partnerships

Marine industry associations, workforce organizations, colleges, trade shows, and company partners across Florida supporting maritime career awareness and pathways.

ANTICIPATED IMPACT OUTCOMES FALL 2026 AND SPRING 2027

PROJECTIONS

Estimated statewide reach per flight (students, teachers, families)

Steering Toward Success: **1.725 million.**

Ocean Rangers: **0.691 million.**

Combined per flight: **2.416 million.**

Estimated impression delivery per flight

Steering Toward Success: **10.8 million.**

Ocean Rangers: **6.4 million.**

Combined per flight: **17.2 million.**

Estimated annual campaign impression delivery across both flights

Approximately **35 million** total campaign impressions.

Projected total annual impressions, cross-channel (print, digital, in-person)

2026: approximately **52.5 million.**

2027: approximately **55.1 million.**

CSC Assumes 5 percent year-over-year growth from a 50 million baseline.

Teacher engagement forecasts assume the same

Student appeal rated good to excellent: **96 percent.**

Educational effectiveness rated good to excellent: **99 percent.**

Desire for more programs of this nature: **100 percent.**

For more information on how you can support us contact:



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Footnote

2026 to 2027 projections are conservative single-point estimates based on YMI delivery assumptions for two campaign flights, Fall 2026 and Spring 2027. Reach and impression estimates are presented per flight. Estimated annual campaign impression delivery is approximately 35 million total campaign impressions across both flights, assuming comparable delivery in each flight. Cross-channel total annual impressions include print, digital, and in-person event exposure and are projected at 52.5 million in 2026 and 55.1 million in 2027 based on a 5 percent year-over-year growth assumption from a 50 million baseline. Final results will be validated through YMI campaign delivery reports and supporting documentation including educator confirmations of implementation, digital download and QR scan analytics, and event and program delivery logs.