Transportation Workforce Summit Strategies

Building/Raising Career Awareness

Connecting K-12 & Postsecondary Systems and Careers

Challenge

- Funding
- Ensuring broad transportation industry involvement
- Organizing state and federal DOTs with counterparts in Education
- Ensuring connection between the secondary and post secondary systems

Strategy

- Obtain dedicated federal funding for development and roll out
- Obtain support financial from industry
- Utilize community college funding to include the K 12 pipeline (DOL $)

Action Steps

- Engage with OVAE from Dept. of Education
- Get support from DOT representatives at all appropriate levels / offices
- Need to connect with AACC for coordination of secondary and postsecondary
- Garner support from a variety of industry representatives

Reaching out to the Future Workforces

Challenge

- Lack of awareness of transportation career opportunities
- Difficulty to initiate activities in existing curricula and programs
- Fragmented efforts create / raise awareness
- Lack of articulation on industry side
- Lack of connection between students, teachers, and industry

Strategy

- Coordinate efforts
- Identify and work with school champions to introduce programs
- Build a centralized clearinghouse: “information repository”
- Standardize career pathways (K-12)

Action Steps

- Create a web portal: educational opportunities, curricular & extra-curricular activities, internships, industry programs, career profiles
- Build on existing outreach programs, activities and publications
- Develop parent, counselor education and mentor programs
- Develop customized post-secondary training / education curricula
- Start small, focus on incremental successes

Second Careers, Career Re-entry

Challenge

- How do we retrain potential mid-career workers?

Strategy

- Build a national program model to attract this cohort through industry partnerships

Action Steps

- Recruit veterans
- Paid internships to facilitate career transition
- Look at non-traditional groups (e.g., dislocated, part-time)

Public Transit and Railroads

Challenge

- Perception of rail & transit career options being antiquated and limited
- Misperceptions of qualifications needed to be in the rail / transit industry
- Lack of dedicated training @ post-secondary level

Strategy

- Build a positive, accurate brand for rail & transit
- Gain synergy with green / sustainability impulse among youth
- Expand youth vision / exposure through the formal educational offerings
- Create an industry-educator forum to address workforce needs / wants

Action Steps

- Develop and build upon partnerships including educators and industry
- Paid internships / on the job training
- Employ veterans
- Student competitions to improve rail image