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Breakout Session 3
Second Careers
Career Reentry

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What has been done to build career awareness?

- Define the career pathway using the “career cluster” model.
- Do an analysis of training/education programs in your city/state/region.
- Work with your industry trade associations.

  - Nebraska Trucking Association

  - Association of General Contractors (AGC)

  - Association of Architects/Engineers

  - If you don’t have one – create one! Example, Nebraska Logistics Council

Building Career Awareness

continued…..

- Engage State Departments of Economic Development, Education, Labor and Workforce Development Boards.
- Assess the potential of transportation, distribution, warehousing and logistics (TDWL) business development and job growth.
- Recruit industry partners in each of the TDWL vertical job categories. Develop industry sector “champions”.
- Think globally, regionally across “intermodal” fields of transportation. (example: the attitudes/aptitudes of those interested in “driving” things – make you a good forklift operator, professional truck driver, railroad engineer, steamship captain, airline pilot or astronaut. Where you start or end is about “opportunities”. Our hope is that in the TDWL pathway model that we can move professionals vertically or horizontally in the pathway for larger challenges/higher wages by providing lifelong learning opportunities on the job or in the classroom.

Building Career Awareness

Continues……

- Develop statewide partnerships with Education providers that will partner in developing defined career TDWL pathway awareness, curriculum and classroom opportunities. Example: Nebraska's ***"Middle school to Master's degree"*** programs in transportation.

How do individuals make career choices?

- Simply? Many people choose a career based on chance rather than choice!
- Solution? Create programs at an early age (middle school – afterschool Community Learning Centers) to explore individual interests/aptitudes and create awareness in ALL of the career clusters/pathways.

How do we attract individuals seeking a career change or transition?

- Talk about the BIG picture! In a global economy, TDWL jobs can't be offshored or outsourced. Even as we see low pay/low skill jobs chase lower wages around the world – their wages ***never*** stay low. As we see these jobs create wages and wealth abroad, they create trade opportunities for US products that are in demand in their economies. Bottom line: Remember that the increase in two way trade CREATES and expands TDWL jobs. US – GDP averages 7 cents toward transportation. China is currently at 25 cents of their GDP. If we continue to invest in our infrastructure, transportation technology and intermodal cooperative supply chains models – manufacturing always eventually moves to the market. The BEST days of our country lie ahead of us and it will be DRIVEN by our 150 year head start on our TDWL industry.

Attracting talent from career change or transition?

- Talk about all levels of TDWL industry opportunities. Not only in 7 vertical specialties but also the professions in accounting, legal, IT and environmental that require transportation specific disciplines.
- Partner with Department of Labor and Workforce Development to create vertical pathway job fairs. Recent partnership in Omaha brought out 175 prequalified unemployed/underemployed prospects for our 5 local CDL public/private schools producing 75 tuition "funded" individuals entering the industry. ROI for our WIA funds is great – our Community College programs average 8.5 weeks of extensive CDL work ready training for approximately $900 of tuition. We have entry level driving positions just begging to be filled at a starting wage of $53,800 per year. (work day is 4.5 hours out and 4.5 hours back (Pony Express Model) – home everyday work week)
- Get your champions out in the community! Service clubs, economic development groups, chamber of commerce are all looking for exciting speakers to talk about the latest, greatest opportunities in their communities.
- Heighten awareness through "guerilla marketing" low cost articles in your daily news, trade publications as well as personal interviews on television and radio shows.

Key influencers?

- Governor's office
- State Departments of Education, Labor, Economic Development
- Veteran's organizations, military installations
- Learning institutions – middle school to masters degrees. Public and private.
- Trade Associations
- Non profits and foundations
- Any kind of public/private "afterschool" programs.

How do we engage the key influencers?

- Do your research, find programs that work!
- Build partnerships!
- Suggest that our partnerships create career awareness in our society to ensure that our workforce is deliberate about finding careers that energize and EXCITE them. Find pathways to prosperity by CHOICE and not CHANCE. Make our high demand, high wage TDWL career pathway their FIRST choice, not their LAST!

- JUST ASK!

THANK YOU!
and
GOOD LUCK!

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