



THE UNIVERSITY OF
MEMPHIS

Southeast Transportation
Workforce Center

Transportation Workforce Development: High School Initiatives

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Session Overview

- Why K-12?
- Barriers to Entry
- Effective strategies for attracting K-12 students
- Framework for filling the pipeline



Why K-12?

- More than 50% of the transportation industry's workforce will be eligible for retirement in the next 10 years- a pace **double** that of the nation's entire workforce.
- Transportation stakeholders nationwide report **recruitment of workers as a significant challenge**.
- Competition from other industry sectors – desired skillsets intersect across many occupations.
- Diversity challenges.
- **Students make choices early!**

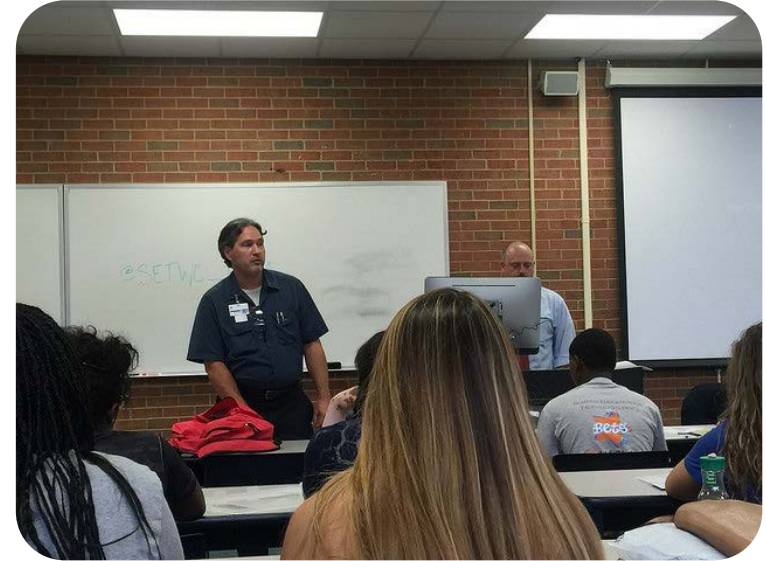
Barriers to Entry

- Visibility of occupations
- Misperceptions of jobs/careers
- Lack of understanding of career pathways



Barriers to Entry

- Limited interaction with role models
- Uninformed guidance counselors, teachers, principals
- PARENTS!!!!!!



Effective Strategies for K-12

- Education in both formal and informal settings
- Educate all stakeholders
 - Students
 - Teachers
 - Guidance Counselors
 - Parents
- **Tell the story of transportation!**



Effective Strategies for K-12

Examples

- Transportation-focused high school programs
 - Transportation and STEM Career and Technical Education (CTE)
 - TransSTEM Cardozo High (DC)
 - Cabrillo Global Logistics Academy (LA)
 - Transportation-STEM Academy at East High (Memphis)
- Teacher training
 - AASHTO TRAC and RIDES
 - Summer workshops (UTCs, MHI, etc.)
 - Externships

Effective Strategies for K-12

Examples

- Summer enrichment experiences
 - Garret A. Morgan Technology and Transportation Education Program (FHWA)
 - TransportationYou (WTS)
 - National Summer Transportation Institute (USDOT)
 - UTC outreach
 - Internships and research

“You can’t be what you can’t see”

- Marian Wright Edelman, founder of The Children’s Defense Fund

A Framework for Filling the Pipeline

- Starting (or changing) the conversation
- Connect the dots: STEM, career pathways, societal impact
- Provide opportunities for repeat exposure
- **Collaboration across the pipeline!**



Questions?

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