Transportation Workforce Development: High School Initiatives

Stephanie S. Ivey, PhD
Director, Southeast Transportation Workforce Center
University of Memphis
www.memphis.edu/setwc
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?

Stephanie Ivey
stephanie.ivey@memphis.edu

SETWC: www.memphis.edu/setwc

NNTW: nntw.org