



Technical Transportation Clearinghouse

One of the issues faced by many employers in the transportation field is the negative view that many young people and their parents have of technical education (community college or non-four-year college). This initiative would seek to overcome this negative view by creating a clearinghouse of information on technical careers in transportation. This clearinghouse would outline the opportunities that are available in such careers, including advancement opportunities, wages, demand, and the training required to qualify for those careers.

A broad partnership of educators, industry and government workforce agencies would be required. The partnership would:

- Document the types of technical careers available in transportation, the skills required for each, how those skills can be attained, demand for people in those careers, the pay at entry, and the advancement opportunities.
- Develop methods of sharing this information with the targeted audiences. Tools might include social media, websites, or videos. The wrapped vehicle idea has been very successful in the trucking/CDL training world. It generates interest.
- Develop and maintain the content for the media. Some associations of technical college professionals, such as CDL instructors, already exist. We might be able to reach out to some of these groups to get help in developing and maintaining this information. In addition, many community colleges already network and share information. We might be able to use those networks. Finally, some existing workforce partnerships, such as those in Cook County, might also be enlisted to help in this effort.
- Reach out to teachers and counselors for help in making young people aware of the materials. We could place information in tools like Career Locker, which is a tool used by school counselors, to make young people more aware of the potential for technical careers in transportation.
- Reach out to industry for their support.

A steering committee would begin this initiative by developing a plan and seeking funding from government grants and industry contributions.