Transportation Career App

This initiative would develop a tablet or smartphone app to access and use transportation career information. Young people use apps. If we want to get their attention, we have to use their tools.

A very broad partnership would be needed to make this happen. Partners might include, universities, technical schools, K-12, job agencies, industry representatives, transportation agencies, etc. The primary challenge for this partnership will involve defining the functionality of the app. Some functions that the app might offer include:

- A survey that would link interests to potential transportation careers.
- Credentials needed to qualify for specific transportation jobs.
- Links to institutions that offer training for those credentials.
- Transportation events that might be useful to learn more.
- Part-time or summer jobs in transportation.
- Career paths regarding training and experience.
- Expected future job availability.
- Current job availability.
- Average wages and benefits of various careers.
- Videos illustrating what specific transportation careers are like.

The second challenge for the partnership will be to maintain the information in the app. No single website currently contains all of the information that might be desirable, so several partners will have to cooperate in maintaining the information.

Finally, the app will have to be made available to the intended audience. High schools and community colleges could make it available as part of their career counseling and at transportation-related events.