



## Transportation Day

Making young people aware of transportation careers requires some presence in K-12 schools. Transportation Day, which is modeled on Manufacturing Day (MFGday.com), is one approach to providing that presence. Congress has defined the third Friday of May as National Defense Transportation Day, which is a part of National Transportation Week. On this designated day, transportation employers should open their doors to students from area K-12 schools and schools should invite transportation agencies and companies into the classroom to show young people what happens in transportation careers. The goal would be to make them aware of transportation careers and to improve the image of those careers.

While the day has long been designated, a wide partnership will be required, including K-12 schools, truckers, state and local transportation agencies, transit agencies, the USDOT, the Mid-America Association of State Transportation Officials (MAASTO), contractors, and others to make its observation more widespread and meaningful.

The partnership would:

- Develop outreach materials to schools.
- Solicit employers to showcase their workplaces for transportation day or to visit schools to talk about the transportation industry and potential careers in transportation.
- Define what is expected of employer participants.
- Develop follow-up materials for schools to use in incorporating some transportation topics into their studies. Community colleges seem to be the best equipped to develop and share these materials.
- Develop some evaluation tools to ensure that the desired goals are attained.

MAASTO and the state departments of transportation should promote greater observance of this day regionally. Community colleges might also take the lead in using it to showcase their programs in transportation.

This effort could be piloted by a small group in a single city, but it would be much more effective if done on a regional basis, such as MAASTO. Funding requirements would be modest and could be provided by the participants or by government grants.