

March 17, 2011

MAKING CONNECTIONS

**MARKETING TRANSIT
CAREERS TO THE
MILLENNIAL GENERATION**
-Youth-

**LESLIE PORTER-CABELL
CONSULTANT
TRANSPORTATION LEARNING CENTER**

TRANSPORTATION SECTOR

- ❖ **High Growth Industry - \$41 billion**
- ❖ **Increase in Jobs: 914,000 (2002-2012)**
- ➔ **40-50% of transportation workers eligible for retirement *within 5-10 years***

[Source: Department of Labor]

Transportation Benefits-

- ✓ **Offers high wage jobs for skilled workers**
- ✓ **Pays good benefits** (*medical, dental, vision, paid vacation and sick leave*)
- ✓ **The average transportation job pays 23% more than private –sector jobs overall** [*Source US Bureau of Labor Statistics*]

[Source: Department of Labor]

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Transportation Careers...

... a well kept secret

50+ Transportation Related Disciplines:

**Engineering, Computer Science, Planning,
Human Resources, Architecture, Chemistry,
Psychology, Aviation science, Accounting,
Finance, Education, Law...**

*Pipeline Programs are
critical to workforce
development, diversity
and retention*

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**The transportation industry
should be inclusive, diverse,
and reflect the population
served**

Statistics show that women who venture into non-traditional jobs earn higher wages, 20-30% more than women who choose the traditional “pink-collar” jobs (i.e., retail, sales, child-care)

*Where are our future
Transportation
employees?*

Youth....

(K-12, post secondary, 18-24 year old)

Youth Initiative-

- **Next step for Transportation Industry recruitment, a strategic approach to workforce development**

Youth Initiative-

- **To expose youth to careers, on-the-job training and educational opportunities in the transportation industry**
- **To actively encourage youth participation, incorporate their insights, expertise and perspective to assist workforce development and industry initiatives: *green initiatives (i.e., vehicle design) & media campaign (i.e., twitter, YouTube, Facebook)***

How do we accomplish this?

- **Partnerships = Labor + Management**
- **Collaborations = Transportation + Education + Industry**
[public, private & non-profit]
- **Internships**
- **On-the-Job Training programs**
- **Pre-Apprenticeship Training programs**
- **Professional Development Programs**

Best Practices:

Career Technical Education (CTE) High Schools

- **SEPTA -TWU Local 234 - West Philadelphia, Swenson and Mastbaum**
- **WMATA – Cardozo Transit Technology Academy**
- **NYCT – Transit Technology & McKee**

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Leslie Porter-Cabell
Consultant
Transportation Learning Center

718.494.2845 Office
917.626.8314 Mobile

LPC.Consulting@verizon.net