

SESSION 9: TRANSPORTATION INDUSTRY FACILITATOR GUIDE

SESSION GOALS

The Transportation Industry session focuses on career pathways for women in the transportation industry, including a panel of employer, trainer, and role model speakers from local employers. The opening session has a PowerPoint titled *Transportation Industry Presentation*, which has background information on the industry and the “Transportation Top Five,” the five top in-demand transportation industry jobs that pay family supporting wages. Salaries and detailed information on the “What do you do?” for each job is included as well as typical required education/credentials and resources. The purpose of the presentation is to provide a general overview of the industry and in-demand careers, but employer partners that are part of WISE Pathways can decide if this presentation makes sense for their program. They will want to prepare their own presentations that provide an overview of their specific companies as well as their in-demand career pathways. The role model panel is also a very important way for exposing the women to “a day in the life” for each company’s in-demand jobs.

In addition to learning about careers in the transportation industry, there are 40 minutes available for local customization—a topic of choice selected by local WISE Pathways partners.

The Goals for the session include:

1. Examine the high growth careers available in the transportation industry and the knowledge and skill sets required for each
2. Explain the typical education/credentialing requirements for career pathways
3. Discuss on-the-job conditions in the transportation industry (provided by role model speakers)
4. Identify next steps for credential attainment, training, and moving into the transportation industry (provided by employer partners)
5. Discuss a topic of relevance to the local community

PREPARATION

The main item that must be prepared for the Transportation Industry session is the recruitment of the speakers for the transportation industry panel.

Ideally, speakers should be a mix of trained women role model speakers and employers and trainers offering concrete, accessible opportunities and robust career pathways. For role model speakers, the workshop planner should reach out to employer partners in order to find one, as it is critical that there be a role model speaker present. Ideally, these potential speakers will be able to speak to the top jobs being discussed within the sector. All speakers should be contacted a month and a half before the program start, so that if the planners need to move on to second or third choices, they can still do so with adequate time. Speakers should be informed of their role before the workshop convenes, and the facilitator should ask questions in preparation, before the session, to understand the context and background from which speakers will be presenting. Reminders should be sent one week, and one day before their session.

A greeter should take position half an hour before the program starts at the entrance to the building, and another

staff person should take position at the sign-in sheet to answer questions as needed. The session should begin promptly at the time planned, to model the no-lateness policy.

Print, prepare and gather all materials in the Materials section.

MATERIALS

Sign-in sheet for the program (need to create)
Participant Guide containing all items with an * below
Transportation Industry Presentation
*Thumbnails of Transportation Industry Presentation**
Business Partners presentations
Thumbnails of Business Partners presentations*
WISE Pathways Action Plan for Session 9*
WISE Pathways Participant Evaluation for Session 9*

SCHEDULE

Before Class	<p>Refreshments, Sign-In, Mingling</p> <p>Make sure everyone signs in and receives a Participant Guide. The Facilitator should personally greet everyone who enters the room, creating an atmosphere of excitement, energy, and interest.</p>
10 minutes	<p>Introduction</p> <p>Recap what was learned during the last session. Ask participants if they had any “aha” moments after the class.</p> <p>State the goals for the session.</p> <p>Ask participants:</p> <ul style="list-style-type: none"> • What careers do you think of when you think of the transportation industry? • Do you know any women who work in the transportation industry?
60 minutes	<p>Transportation Industry Presentations</p> <p>Go through the <i>Transportation Industry Presentation</i>, using an interactive approach where participants can share their experiences, stories and ask questions about the careers.</p> <p>Business partners should conduct their presentations during this time as well. Ample time for participant questions should be allowed.</p> <p>Participants should have thumbnails of the PowerPoint presentations in their Participant Guides.</p>
15 minutes	<p>Break</p>

45 minutes	<p>Transportation Industry Panel</p> <p>The panel should be composed of at least one employer, one trainer, and one woman role model speaker, so as to provide a comprehensive view of the industry from different perspectives. Each role has a clear and defined purpose. The tradeswomen role model speaker can speak to her specific and powerful experiences in the industry, and through her stories, translate the technical information from the session into sustainable emotional impact. The employer speaker can speak to the long-term career paths available and expectations of employers, and through their position as assessors of candidates, give frank and realistic information on how women can best plan for the long term and present themselves as strong candidates. With the emotional buy-in and sense for long term trajectory established, the trainer speaker can address the immediate question and need that is usually present for most women: what do I do now? Trainers should describe a clear, actionable point of entry that is directly related to a longer term career path.</p> <p>The panel begins with a brief introduction by each speaker, followed by a Q&A guided by the facilitator.</p> <p>The women should be asking most of the questions, but the facilitator can jump in and re-direct as necessary.</p>
40 minutes	<p>Local Customization (topic TBD)</p>
10 minutes	<p>Wrap-Up, Action Plan and Evaluation</p> <p>Answer any questions the participants may have then have the participants fill out the Action Plan and the Evaluation for this session.</p>

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