



# 2018 CHOOSING TRANSPORTATION SUMMIT

FedEx Institute of Technology, University of Memphis Main Campus

**Thursday, March 22, 2018**

**7:00 - 8:00 Vendor Expo setup**

**8:00-8:45 Registration & continental breakfast/Vendor Expo**

**8:45-9:00 Welcome and Opening Remarks**

**9:00 - 9:30 Opening Keynote: Transportation Workforce 2.0**

*Where is the industry headed? What are the key industry accelerators and inhibitors, and how do these impact the transportation workforce? How does this change how we recruit, educate, and retain talent? Join us for a visionary discussion of the transportation workforce of the future!*

**9:30 - 10:15 From Non-Traditional to Traditional:  
The Role of Women in Transportation**

*While much attention has been placed on increasing gender diversity at all levels in the workplace, women are still significantly underrepresented in many transportation occupations. Leaders from diverse segments of the industry will discuss persistent challenges, innovative approaches to attracting women to traditionally male-dominated roles, and best practices for developing a diverse workforce.*

**10:15-10:45 Attracting the Next Generation: Advice from our Future Workforce!**

*Nationally, we engage in many discussions about what the next generation workforce wants in a workplace, their work ethic, and what they are ultimately looking for in a career. This session provides the opportunity to actually ask them! Join in on an engaging conversation with some of the best and brightest students poised to Choose Transportation!*

**10:45-11:15 Break/Vendor Expo**

**11:15-11:45 Changing the Conversation for Transportation Career and Technical Education**

*Some of the highest demand occupations in the transportation workforce require technical workers- those with technical certifications or two year degrees – yet as a nation the trend is*

*toward four-year degree paths. What are the implications if this trend continues? How do we change the tide and raise the visibility and prestige of technical careers? This session starts the conversation around this very important issue.*

**11:45-12:15   Leading Change**

*Organizational leadership is key to changing workplace culture and ensuring innovation and excellence are expected outcomes of work activities. Learn strategies for leading change in your organization through this dynamic and engaging discussion.*

**12:15-1:00   Lunch/Vendor Expo**

**1:00 - 1:45   Keynote Address – The Future of Transportation**

*The pace of technological change is constantly accelerating, more than ever before in history. As transportation professionals, we must imagine future scenarios and proactively adapt our policies, legislation, infrastructure development and maintenance processes, and workforce practices in order to ensure our nation remains globally competitive and our transportation system realizes safety and efficiency improvements. Join us for an inspiring conversation envisioning the transportation system of the future.*

**1:45 – 2:30   Transformational Technologies in  
Transportation Operations**

*Learn about exciting technologies transforming transportation operations! Industry leaders will kick off the discussion with lightening talks targeting key disruptors and anticipated impacts in traffic, transit, and freight realms. Don't miss the opportunity to participate in thought-provoking discussions around amazing innovations!*

**2:30 – 2:45   Break/Vendor Expo**

**2:45 - 3:30   Critical Conversation: Addressing the Talent Gap**

*Where are the greatest talent gaps in the transportation workforce? How have in-demand skillsets shifted over time? As we move toward smart cities and ubiquitous technologies, what is the expectation for the future? How do we develop a new paradigm in education, recruiting, and retention? Industry experts chime in on this critical conversation and invite your thoughts for shaping the talent pipeline of the future.*

**3:30 – 4:00   Keynote Address – Why Diversity Matters**

*As we strive to reach diversity goals in the workplace, we must pause to consider why this truly matters so that we develop informed strategies and solutions. This keynote will inspire all of us to do our part to increase and celebrate workplace diversity.*

**4:00 - 4:30   Closing Keynote: Delivering Innovation**

*To develop a right-sized, appropriately-skilled transportation workforce, innovation is key. This closing session highlights the importance of thinking 'outside the box' for the industry as*

*a whole and for workforce development specifically, and challenges us all to embrace change and new ways of thinking.*

**Friday, March 23, 2018**

**Location: Hilton Memphis**

**8:30 - 9:15      Breakfast and Workshop Agendas**

**9:15 - 11:15**      *Workshops – Designed as working group meetings, all workshops will focus on specific problem statements, potential solution strategies, key partners to engage, and recommendations for initiative action plans. Workshop participants will be invited to participate in quarterly web-based working group meetings to ensure progress is made in focus areas. Workshop topics represent priorities of the Southeast Transportation Workforce Center (SETWC). SETWC is committed to facilitating conversations, engaging partners, and making progress on initiative action plans resulting from these workshops.*

### **I: Women in Transportation: Designing a Low-Barrier Career Pathway**

*Barriers continue to exist for women entering, remaining, and advancing in transportation careers. This workshop will focus on establishing a clear set of initiatives to overcome these obstacles and increase representation of women at all levels of the industry, but particularly for women seeking career retraining, re-entry, or transition. The APEC Women in Transportation Data Framework will be used as the starting point and scaffold for developing ideas for new initiatives to address gender gaps in transportation. Specific emphasis will be placed on identifying occupations with low barriers to entry that may provide significant opportunity for women from impoverished communities seeking economic self-sufficiency.*

### **II: Transportation Operations Career Pathway Implementation Planning**

*The National Transportation Career Pathways Initiative, sponsored by the Federal Highway Administration, was launched in 2017 to identify priorities, develop career pathway models, and create implementation pilots and plans for five focus areas: engineering, environment, operations, planning, and safety. SETWC is leading the transportation operations focus area encompassing traffic, transit, and freight operations, and invites Discipline Working Group members along with all other interested stakeholders to participate in this workshop. The goal of the session is to review pathway models and deliverables to date and to outline potential pilot programs and implementation plans for post-secondary education.*

### **III. Changing the Conversation for Transportation CTE**

*As our nation has focused heavily on increasing the number of individuals pursuing 4-year*

*degrees, the impact and importance of technical and 2-year educational pathways has largely been overlooked. This has led to lack of awareness of educational and training options and misperceptions about career pathways that begin in a Career and Technical Education (CTE) setting. The goal of this workshop is to identify key challenges to and potential solutions for changing the conversation around Transportation CTE.*

#### **IV. Access to Opportunity: Rethinking Apprenticeships in Transportation**

*This workshop is part of SETWC's activities related to creating a blueprint for increasing transportation and logistics apprenticeships with particular emphasis on recruiting nontraditional candidates. The project's advisory committee and all interested stakeholders are invited to join in on a working session to identify target occupations within transportation and logistics for developing and advancing apprenticeship programs, strategies for creating successful partnerships, and key recruiting mechanisms and partnerships for attracting nontraditional candidates.*

**11:15 - 12:00      Lunch and Workshop Reports**

**Location Details.** The conference and Expo on March 22 will be held at the [FedEx Institute of Technology at the University of Memphis](#). The Blue Pump Gala (evening of March 22) and the March 23 workshops will take place at the [Hilton Memphis](#).