



2019 Choosing Transportation Summit

FedEx Institute of Technology, University of Memphis Main Campus

Thursday, March 21, 2019

7:00 - 8:00 Vendor Expo setup

8:00-11:30 Registration & continental breakfast/Vendor Expo

High school student conference sessions 9:00-11:30 AM. Industry volunteers needed to serve as judges for the 1st Annual Transportation Challenge competition!

11:30-12:30 Networking Luncheon

High school students join college students and industry professionals for an informal and engaging networking lunch.

12:30-12:45 Opening Remarks and Transportation Challenge Awards

12:45-1:15 Keynote Address – Workforce 2030

With the exponential evolution of technology, changing demographics across our nation, and shifting workplace cultures, the workforce in 2030 is destined to be much different than today. Join us for a visionary discussion of the workforce of the future, and learn how to prepare yourself and your organization to lead the way amid continuous change.

1:15-2:00 Transformative Technologies and the Role of Partnerships

The pace of technological change is constantly accelerating, more than ever before in history. This dynamic environment requires partnerships across academia, industry, and community organizations to ensure we leverage expertise and establish programs that prepare a vibrant and highly skilled workforce. This session highlights innovative practices and programs that can be translated to other communities and settings.

2:00 - 2:30 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.

2:30 – 2:50 Break/Vendor Expo

2:50 – 3:20 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.

3:20 - 3:50 Marketing and Communicating Transportation Careers

With the challenges faced in filling the transportation workforce pipeline, it is more important than ever to examine how we communicate career opportunities to perspective employees, to understand misperceptions about transportation careers, and to actively seek to promote and elevate the status of the industry with the public. Join us for a dynamic conversation focused on strategies for increasing the number of people Choosing Transportation!

3:50 – 4:20 Keynote Address: 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.

4:20 - 4:30 Closing Remarks

5:30-7:30 Blue Pump Gala at The Memphis Botanic Garden

Friday, March 22, 2019

Location: U of M FedEx Institute of Technology

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: Attracting the Next Generation

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 address these obstacles for our next generation workforce. Specific emphasis will be placed on identifying

and developing a framework for initiatives that will increase young women's interest in and preparation for transportation careers across multiple disciplines and varied career pathways. Workshop outcomes will include recommended pilot programs for local implementation.

II: Transportation Operations Career Pathway Initiative

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 develop an initial set of transportation challenge problems for K-12 through university in the traffic, transit, and freight realms.

III. TBA

11:15 - 12:00 Lunch and Workshop Reports

Location Details. The conference and Expo on March 21-22 will be held at the [FedEx Institute of Technology at the University of Memphis](#). The Blue Pump Gala (evening of March 21) s will take place at Sarah's Place at the [Memphis Botanic Garden](#).

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