

Project Title: **Factors Affecting Recruitment and Retention of Intermodal Transportation Workforce: Inclusion, Advancement, Vocational Interests & Selection**

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Project Summary:

There is a necessity to attract and develop highly qualified professionals in order to address these needs. Several factors could influence the recruitment and retention of persons in the transportation workforce. With regard to the existing workforce, and the factors affecting retention, inclusivity is a concept that is gaining popularity because of the benefits associated with recruiting and retaining a diverse workforce, such as having a more productive and creative workforce, increased employee loyalty, and higher attractiveness to potential applicants, as well as avoiding the potential negative consequences associated with discrimination, such as depression and poorer overall health of workers (Lee, 2008; van Marrewijk, 2004; Wooten, 2008). The promotion of an inclusive work environment could be especially beneficial and attractive in the retention and recruitment of personnel in transportation jobs. Women and minorities continue to be underrepresented in the transportation industry and could be an untapped resource to fill intermodal transportation jobs at all levels.

The research will also investigate what type of transportation selection enhancement activities or learning experiences for high school students will increase the likelihood that students will select transportation careers. Thus, the purpose of the proposed project is two-fold: first, develop and validate a measure of inclusivity that could serve as a potential tool for increasing the attractiveness for both recruitment and retention of transportation occupations; and second, to identify the vocational interest patterns and learning enhancement activities that will influence choice and selection of transportation occupations for the use of industry recruitment specialists and educators. The proposed research will consist of two separate subprojects that will occur simultaneously and be merged at data analysis. The first part, or subproject, will be the development of an instrument to measure inclusivity. The second subproject will be the development of a measure of vocational interests and learning enhancement activities that impact high school students' choice and intention to pursue careers in transportation occupations.