Project Title: Increasing the recruitment and retention of women in the transportation industry.   (NCITEC Project 2013_36).

Principal Investigator: Keaton Zucker & Pat Garriott

Start Date: June 2013

Completion Date: December 2015

NCITEC Funds: 50,000

Matching Funds: 50,000

Project URL (if applicable):

Category (select at least one and at most five categories):

   Research, Workforce, Human Factors

Project Description:

The proposed research will include a literature review, a survey of recruitment practices and an investigation of the impact of various practices on recruitment efforts, decision making, career change, and attitudes towards transportation careers. In order to investigate the effectiveness of these practices we will gather a sample of the general population, as well as high school students that includes women, to assess the reaction to these practices on intentions to accept or pursue a job in transportation. A survey will be developed, based on the literature review that will identify the various recruitment and retention practices currently in use. The survey to be developed will also be based on the one that was developed in previous studies by Philbrick & Sherry (2004) and subsequent work. Several focus groups will be asked to discuss the impact of various recruitment and retention practices. In addition, we will examine the effects of various characteristics of jobs in the transportation industry related to the types of work activities, the opportunities for promotion, the work environment, and the attitudes of co-workers that might also be related to intention to pursue or enter the transportation field. The full survey, following the receipt of input from the focus groups will be administered to a sample of the general population that includes a representative sample of women. A sufficiently large sample of both professionals and high school students will be sought. Regression analyses will be used to identify the factors that influence recruitment, retention and selection. Results of our analyses will be submitted for presentation at TRF/TRB and other key conferences.