Project Summary

Project Title: Workforce Development, Recruitment, Retention and Promotion of Women and Underrepresented Groups in the Intermodal Trucking Industry

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The proposed project will continue previous work of the NCITEC in the area of workforce development, workforce recruitment, and retention. Previous research has identified factors such as self-sufficiency, rationality, and scientifically-mindedness and goal orientation as factors affecting person's decisions to pursue or accept a job in the transportation industry. However, overall models and results do not fully account for the differential hit rates of recruitment at entry, mid-management and higher level managerial positions. Different factors, rewards structures, work environments, characteristics of co-workers, and professional opportunities area all different. To this point, the work of the US DOT in looking to enhance transportation workforce recruitment have used a "one size fits all" approach, which may not be supported by the data.

Following a literature review on recruitment, retention and promotion of women and other underserved groups within industry, a survey and interview protocol will be designed and administered to these respective groups both electronically and through focus groups. Structured interviews will be prepared and administered to assess these factors as well. Data will be gathered from several different levels of employees from several locations across the country. Using the data gathered an analytic model to predict intention to accept and pursue jobs and careers in intermodal transportation will be developed. Since different data sets often produce different results previous models will be tested against the newly gathered data sets.

The proposed project is a good fit for NCITEC because (1) it explicitly addresses the work force development needs affecting multi-modal transportation and (2) it will provided important information to assist decision-makers hoping to increase recruitment retention and promotion of various underserved members of the workforce.