



# Northeast PA Logistics and Transportation Industry Partnership

REPORT TO THE L/S WIB BOARD OF DIRECTORS  
JUNE 11, 2006



## **GET GOING!**



### On The Road Show

### 2008 FINAL RESULTS

[www.nepapeopleonthemove.org](http://www.nepapeopleonthemove.org)

Northeast PA Logistics & Transportation Industry Partnership  
A Joint Effort of the Luzerne/Schuylkill, Lackawanna, Northern Tier, and Pocono  
Workforce Investment Boards and PA CareerLinks

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**The information provided below highlights the results of the 2008 GET GOING On The Road Show events held at five (5) locations throughout the month of May 2008.**

**PROJECT RECAP:**

The **Logistics & Transportation Industry** is the backbone of our economy, moving and managing everything from the food we eat, to the i-pods we listen to, to the furniture in our homes and everything we see in every store we visit. It is a growing industry with well-paying and high tech careers.

These are career focused jobs with great pay! According to a U.S. Department of Labor, Bureau of Labor Statistics report Management positions in Logistics & Transportations earn a mean annual salary of over \$80,000; Financial operations managers over \$50,000 and Bus, Truck and Diesel Engine specialists over \$36,000! (May 2006).

The **GET GOING On the Road Show Concept** is a targeted plan. It includes media, public relations, interactive events and exhibits, rolling billboards and distribution of industry information online and through traditional materials.

A **focal point** of the **GET GOING On the Road Show** is the display of tractor-trailers from participating industry partners like Keystone Automotive, Calex Logistics, Road Scholars, Pennsylvania Motor Trucking Association (PMTA) Safety demonstration trailer, forklifts and other equipment.

**GET GOING On The Road Show GOAL** - to re-imagining the transportation industry as a well-paying, high-tech, growing industry that provides careers that are varied in scope and type and are challenging and satisfying.

**GET GOING On The Road Show OBJECTIVES:**

- Provide transportation industry information in an accessible, entertaining and engaging manner targeting employees for all positions.
- Utilize the strength of the Partnerships in accessing local industry leaders, WIB and CareerLink offices, educational partners, industry associations, media and chambers for support and participation.
- Attain results as measured by increased industry awareness in the media/marketplace and expanded employee pool.
- The target audience for this re-imagining campaign includes:
  - Men and women who are facing a mid-life career change.
  - High School and College students considering job alternatives.
  - Moms and Dads of those students.
  - Guidance Counselors, Career Advisors, Outplacement Managers.
  - Current employees of the transportation and logistics industry.

**Industry Representatives** are on hand to answer questions about their company and career opportunities.

**CareerLink Staff** are on hand to answer questions about training, job openings, money for school and more.

**Area colleges, technical schools and training centers** are on hand to answer questions about course offerings.

**SITE INFORMATION:**

The **2008 GET GOING On The Road Shows** was held at 5 locations throughout our 12 county service area.

May 1, 2008 Schuylkill Technology Center Airport Campus

May 6, 2008 Northern Tier Site – Bradford County Action Job Fair  
Towanda Jr. Sr. High School

May 15, 2008 Pocono Site – Northampton Community College

May 22, 2008 Lackawanna Site – Johnson College

May 29, 2008 Luzerne County Community College, Nanticoke

**RADIO/TV PUBLICITY:**

April 30th at Magic 105 – Paul O’Malia, Rita Tatusko and Lisa Natt

May 13th - Channel 13 in the Poconos- Paul O’Malia, Joe Sebelin and Matt Connell

May 22nd - WYOU at the Johnson College event, Dominic Carachilo, Lisa Natt and Mike Carroll

**SURVEY RESULTS:**

Attendees were asked to complete a survey to help us understand the needs and goals of the regional workforce. SEE ATTACHED SAMPLE.

Demographics:

**Total Number of Surveys Returns: 161** (not all surveys completed)

Schuylkill Location: 41 survey returns

Pocono Location: 39 survey returns

Lackawanna Location: 50 survey returns

Luzerne Location: 31 survey returns

**AGES:**

0-18: 24

19-25: 26

26-35: 20

36-50: 56

50+: 29

**Male: 127 Female: 26**

Question 1: Are you currently employed?

**Yes: 73    No: 85**

Question 2: Are you employed in logistics & transportation?

**Yes: 33    No: 119**

Questions 3: Are you considering a career in logistics & transportation?

**Yes: 132    No: 22**

Question 4: What specific field or area of interest in logistics & transportation?

Dump Truck Driver  
Diesel Mechanic **(5 responses)**  
Truck Driver **(14 responses)**  
Driving **(11 Responses)**  
Heavy Equip Operator **(5 responses)**  
Don't know **(5 responses)**  
CDL-A **(15 responses)**  
Bus Driving **(4 responses)**  
Dockwork **(2 responses)**  
Logistics **(10 responses)**  
Pro Driver  
Maintenance **( 2 responses)**  
Management **(3 responses)**  
Distribution **(2 responses)**  
Computers/Maintenance & Repair  
Transportation **( 3 responses)**  
Teaching **(3 responses)**  
computers/warehouse  
computer/electronics  
PennDot  
Case Picking  
Domestic Freight Mgmt  
Dispatch **(2 responses)**  
Customer Services **(3 responses)**  
Clerical Support  
Warehousing inventories **(3 responses)**  
Fork Lift operator **(3 responses)**  
Supervisor of logistics  
Administration **(2 responses)**  
Motorized Truck Repair  
Hazmat  
Delivery  
Management, sales, finance  
Transportation/Operations Manager  
Warehouse Supervisor **(3responses)**  
Warehouse work/material handling **(7 responses)**  
Construction  
dealing with computers **(2 responses)**  
Race car builder

Question 5: Would you consider training or certification to achieve your career goals?

**Yes:** 137    **No:** 12

Question 6: Did the event create or increase interest in the logistics & transportation industry as an occupation?

**Yes:** 113    **No:** 28

Question 7: How did you hear about the "GET GOING" event?

<b>TV:</b>	11
<b>Radio:</b>	31
<b>PA CareerLink:</b>	25
<b>Newspaper:</b>	35
<b>Flier/Poster:</b>	9
<b>Word-of-mouth:</b>	18
<b>Guidance Counselor/Career Advisor:</b>	36
<b>Other:</b>	

Schuylkill Tech Center (4 responses)

Vo Tech

Friend (5 responses)

School

Family Member (Father) (2 responses)

MCTA Website

Goodwill Industries

Online

I work @ Johnson –getting info for son (2 responses)

Teacher who attended with goal of bringing info back to his students  
(Forest City HS) (2 responses)

Work Program

Job Fair @ Wachovia Arena

Email

Question 8: What did you find most informative or **beneficial** during the event?

Information and knowledge

People telling you a lot about their jobs

None (**37 responses**)

Getting & starting a career

Sales People

everyone was a plethora of information

Talking to reps, getting info all at one shot

Meeting Stacy

Availability of info, reception by reps, materials for review

Wegman's Driver

Sheryl of Smith/Solomon about certif. of forklift classes being available

very informal

Able to talk face-to-face

Career Comparison guide

The people  
All the different choices & business  
more knowledge for my being  
The Wegman's desk  
How to start a great career  
Yes  
Video I was shown was very information  
Wegman's hires grads  
new schools  
the comparison guides  
availability of employers; resources to find potential employers  
to see all the opportunities available  
STC Heavy Equipment instructor  
everything  
All of the displays on trucking  
Albert Gurka was most helpful  
All the displays  
Vendors were very informative  
Seminars/Vendors; one-on-one feedback  
Speaking to companies/staff  
well knowledged reps  
different jobs  
Career Link  
All vendors were very nice  
The different jobs in the logistics/transportation sector  
having a video monitor for the event  
already been thru cdl training so seems same as other fairs  
info given by companies and people at registration desk  
other jobs besides drivers, aid in costs  
About IT jobs  
Amt of literature available; Number of staff to explain  
Training Opportunities available  
Info on all co.  
very much  
CDL requirements  
That I could use the websites  
The leadership & Workforce Center; the LehighCarbon CC rep  
arrived 2:30 late, couple companies still here  
Meeting people face-to-face instead of email/talk about changes in industry  
each company provided verbal information  
people @booths were very pleasant & informative about co they rep  
Everything  
Information in terms of the organization who put this together for the industry specifically for  
this are a  
Training Opportunities available  
Versacold  
College information  
Career Link  
talking with the people, they were very informative  
About the college  
Truck driving positions offered

Very thorough  
the helpers  
Warehouse positions  
Trans America  
the communication itself  
free things  
Information about heavy equipment training  
speaking w employees of each company  
Different companies  
presenters were most informative and encouraging  
The job applications  
None  
found out that there are a lot of opportunities out there  
all who I talked to gave information I needed  
Job career and learning driving truck  
speaking with employers  
People were very knowledgeable about their companies  
All companies were very informative and courteous  
The amount of info given by companies representative  
the information the company had for us  
Requirements necessary to fill L&T employment opportunities  
taking to people  
career link  
Good choices  
Really wasn't looking for this type of work but was helpful to know it's growing  
to late  
learning about all the different programs  
learning about all the different companies  
Talking to reps from different companies  
Able to talk to company representatives  
Job openings other than drivers  
Knowledge of reps, learned manager position difficult to get w my experience  
BCI  
Information that was available and those businesses participating  
Meeting representatives from the different companies  
The opening speech  
Information from the brochure and the rep from each company  
All the different companies  
I like the event, it was great, I love it  
Indeed the people of which I spoke with in regards to employment  
all the colleges have information on computer technology  
Information given by representatives at the booths  
different job opportunities and what I need to get a good job  
The Lehigh Carbon Community College representatives  
Speakers  
the information given to me  
Opportunities for different employment in the field  
All the information  
The speakers  
People were very informative

Speakers  
very informative  
conversations with the vendors  
career opportunities helpful info  
If you want your truck license they will help you train & get it  
people and the companies were helpful  
Not a lot. I did not see some companies listed in the ad

Question 9: What would you recommend to make the event more interesting or informative?

None **(64 responses)**  
More hands on things/presentations (5 responses)  
Set up well, some more stands (2 responses)  
Games to win, giveaways, get people involved. i.e. roulette wheel  
have applications here to fill out  
More Stacy  
Occasional program, seating @ displays for visitors, coffee-tea-cookies  
No Comment  
No suggestions, counselor at CL advised to stop in but L&T needs further education  
need more companies **(20 responses)**  
I fine (sic) it more informative  
Use more space so it's easier for people to move around  
you are doing a good job but more often  
more food and video (sic)  
it is fine the way it is **(10 responses)**  
more equipment  
more people looking for maintenance workers or mechanics  
larger-more vendors; include more Highridge companies  
more people & some heavy equipment people  
need more jobs in truck. May "Giant Job Fair" may make more companies interested.  
Add different types of jobs  
have them stay longer - till 5 pm **(4 responses)**  
Hold it on a truck or at a truck stop  
more logistics & support opportunities  
more information on benefits  
Offering a wider range of levels of logistics and operational opportunities. Recruit more speakers.  
PA Career Link  
Invite drivers companies to come so people could make a choice  
More diverse opportunities i.e. flat bed work, port container, rail work freight brokers  
more excited help  
more jobs  
Lose the politicians  
free things  
Trans American  
more personnel from each company  
more jobs  
invite local h.s. students; do you have technology & medical career fairs?  
More vendors, choices seem on the lower pay scale

Invite high school students thru teachers & guidance counselors  
more advertising (3 responses)  
more over-the-road companies  
more people  
more people  
more companies with variety of positions open, not just driving  
less truck driver avail positions & actual logistics  
DJ  
Just applications for each company  
Have it inside the building  
Music and more talking  
More speakers, information and companies  
I would make it more interesting  
more info on the computer field of the area  
speakers from the companies and colleges  
more career information  
Activities to try different products  
More free pens!! More informative people at the tables  
Brighter colors  
more information besides driving in the transportation industry