

Transportation

Luzerne/Schuylkill Workforce Investment Board

Overview

In this segment, students will be introduced to the growing industry of transportation. Employees from Evans Delivery, Martz Tourways and Kane Trucking will expose students to a variety of different careers available in this exciting industry.

Discussion/Questions

1. There are a lot more career opportunities in transportation other than just driving different vehicles. As a class, brainstorm all the different job positions that are needed in order to run an effective transportation company. Determine why each position would be a necessary aspect to making a transportation company successful.
2. One employee from Evans Delivery mentioned that she never imagined she would be working in her own backyard some day. Why do you think many young adults are so quick to look to other areas besides their own? What are some of the advantages of starting a career in your own home town?
3. The transportation industry in Luzerne County as well as in other areas in Pennsylvania is growing rapidly. Why do you think the transportation industry is important and continues to grow today? What do you think makes areas like Luzerne County attractive to companies within the transportation industry? How does the transportation industry impact other career fields? Consider these questions in small groups.

Activities

1. Research a career in transportation. Focus on the benefits and attractive aspects of this career for individuals. Use your information to create a poster campaign to entice others to consider this career. Be sure that your poster is attractive and really promotes the key aspects of the career such as, but not limited to, travel and growth opportunities, benefits, salary, day-to-day activities and skills used. Present your posters to your classmates.
2. Technology was noted as an essential aspect of the transportation industry. Use the Internet to research the major transportation industries in your area. How do these companies use their websites to enhance or promote their services? Create a report using the computer that compares each company's use of its website. Include information such as their effectiveness, appeal, information included, organization of material, types of companies they target and ease of use. From your research, explain which website you thought was the most effective. Include any suggestions you may have to make it even more effective.
3. Job shadowing is a great way to determine your interest in a particular career. Contact one of the major transportation companies in your area. Find out if they have job shadowing opportunities and learn how you can get involved. Choose a particular position within this company and job shadow an employee for the day. Be sure to ask many questions. Detail your experience in a journal entry. If possible, share your "insider's information" with your classmates.

Academic Standards

13.1.11.D. Evaluate school-based opportunities for career awareness/preparation, such as, but not limited to: Job Shadowing

13.1.11.B. Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.

1.2.11.B. Use and understand a variety of media and evaluate the quality of material produced. Select appropriate electronic media for research and evaluate the quality of the information received. Explain how the techniques used in electronic media modify traditional forms of discourse for different purposes.

1.6.11.E. Participate in small and large group discussions and presentations. Initiate everyday conversation



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