

ENGAGING WITH FUTURE TECHS



Reach a Younger Audience

The transportation industry is projected to have a need for over 1.2 million new technicians over the next 10 years. In order to meet that demand, we need to be thinking about how we promote the career to students at a younger age, and not just about the empty bay sitting in front of us. TechForce Foundation has some ways your business can engage with a younger audience, and help fill the pipeline of future techs.

Here are 11 ideas to help you engage with future techs:

- 1. Know your Schools** - Find the local high schools that have auto, diesel or collision programs, **as well as** the middle schools that feed into them, so you are aware of the landscape and opportunities that you have.
- 2. Offer your Expertise** - Get on their advisory committees or offer to speak to the classes, or both.
- 3. Prop Up Existing Programs** - Donate tools and/or training aids to their programs.
- 4. Show your Shop** - Sponsor an open house at your shop for middle and high school kids. Have your working technicians present, and provide show & tell opportunities in the workshop. Let them tour your shop for career exploration opportunities.
- 5. Host a Career Fair** - Speak to schools about participating in their career fair, or creating one if they don't. (see career fair tips)
- 6. Highlight your Current Techs** - When you go to a school to speak, plan to bring a technician with you, or let them take on the main speaker role. Identify technicians in your shop willing to do public speaking on transportation technician careers. Kids love to hear from the techs who are actually doing the job.
- 7. Create a Q&A Opportunity** - Create a career opportunity info session for parents and high school students to understand and explore the career path of a professional technician.
- 8. Help Students get Hands-On** - Create a Teen Car Care Clinic at your shop for 16 -18 year olds who want to work on their own cars.
- 9. Have some fun** - Offer to take auto shop students to special events, like a race, car show, rally, etc.
- 10. Participate in SkillsUSA** - Offer to be a judge at your state/ local SkillsUSA competition
- 11. Class Field Trip on Wheels** - If you have a cool car or display, take it to the kids at a local school.

MORE INSIGHT

When looking for future technicians, don't just think about the schools. Programs such as the Boy Scouts, Boys & Girls Clubs, and Future Farmers of America can provide great opportunities to showcase the career to a young audience.

For more tips and additional materials, visit the Resources page at TECHFORCE.ORG/RESOURCES

