

The future of our nation's transportation infrastructure.



# ENGAGING THE NEXT GEN WORKFORCE

The next generation workforce seeks purpose and engagement. Developing and recruiting for careers that focus on sustainable solutions—those that balance economic, environmental, and social factors—is a way to achieve that within State and local Departments of Transportation while effectively meeting today's engineering challenges.

- + Attract applicants with exciting key roles in high-tech, engineering, management and more.
- + Secure skillful professionals with competitive salary and benefits packages.
- + Retain employees with professional development opportunities.

## LOYALTY

More than **70%** of the Next Gen Workforce indicated that they were more likely to choose to work for a company with a **strong commitment to environmental stewardship**, and a similar percentage says a company's **sustainability plan** impacts their **long-term loyalty** to the firm.<sup>1</sup>



## OPPORTUNITY

DOTs can overcome recruitment and retention barriers by offering the Next Gen Workforce unique opportunities, incentives, benefits packages, mentors, and professional development to strengthen interest in DOT careers and ensure longevity in their career with the agency. The Federal Highway Administration (FHWA) maintains active highway and pavement sustainability programs to advance the consideration of economic, environmental, and social factors in agency decision-making.

Visit [www.sustainablehighways.dot.gov](http://www.sustainablehighways.dot.gov) or [www.fhwa.dot.gov/pavement/sustainability](http://www.fhwa.dot.gov/pavement/sustainability) for more information.

"Transportation is a high-demand industry that provides excellent opportunities for good jobs with good wages..."

Eric Seleznow - Deputy Assistant Secretary | Employment and Training Administration, U.S. Department of Labor



U.S. Department of Transportation  
**Federal Highway Administration**

<sup>1</sup> Fast Company, 02-14-19: <https://www.fastcompany.com/90306556/most-millennials-would-take-a-pay-cut-to-work-at-a-sustainable-company>

# ENGAGING THE NEXT GEN WORKFORCE

## IMPRESSIONS

**82%** OF MILLENNIALS<sup>2</sup> expect companies to have an easy-to-use mobile-friendly career site and job application process to act quickly in a job search



## DEVELOPMENT

**93%** OF EMPLOYEES<sup>3</sup> who receive regular, on-the-job training deliver superior customer service and therefore have improved employee experience



## AMBITION

**94%** OF MILLENNIALS WANT 'PURPOSE'<sup>4</sup> and enjoy using their skills to benefit a cause and make a difference



### DOT CAREERS

In order to attract the Next Gen Workforce to DOT careers you'll need to get them to...

think HIGH-TECH

think ENDLESS OPPORTUNITIES

think CAREER ADVANCEMENT

think WORK-LIFE BALANCE



Build a cohesive and integrated strategic plan for engaging this generation of employees. Start with outreach to increase awareness of the transportation field and to illustrate the diverse skill sets and opportunities obtainable.

Check out our [Next Gen Workforce Resource](#)

"From sustainability and resiliency to automated vehicles and management and analysis of 'big data,' FHWA is committed to supporting innovation and technology deployment. But our programs and those of our partners are only as successful as the transportation community's efforts in recruiting a talented and diverse workforce for these exciting employment opportunities in emerging areas."

Hari Kalla, Associate Administrator  
Office of Infrastructure, FHWA



## LOOKING TO THE FUTURE

For the U.S. transportation community to deliver and manage an efficient, safe and effective transportation system, it starts with a highly capable workforce.

For more information, contact [Center for Transportation Workforce Development](#).

<sup>2</sup> iCIMS. "The Modern Job Seeker Report." iCIMS, October 2017. <https://www.icims.com/hiring-insights/for-employers/ebook-the-modern-job-seeker-report>.

<sup>3</sup> Sitel Group. "How the Employee Experience Affects the Customer Experience." Sitel Group, April 25, 2019.

<sup>4</sup> SHRM. "Millennial's Desire to Do Good Defines Workplace Culture." SHRM. SHRM, July 7, 2014 <https://www.shrm.org/resourcesandtools/hr-topics/behavioral-competencies/global-and-cultural-effectiveness/pages/millennial-impact.aspx>.