



# UNIVERSITY TRANSPORTATION CENTER RESEARCH BRIEF

**PROJECT TITLE:** Inspiring Transportation Careers with K-12 Curriculum Activities

**PRINCIPAL INVESTIGATOR:** Michelle Akin (WSU)

**INSTITUTION:** SINGLE-INSTITUTION PROJECT

**ESTIMATED COMPLETION DATE:** AUGUST 2020

**SPONSORS:** THE PACIFIC NORTHWEST TRANSPORTATION CONSORTIUM, WSU



## **Background**

Workforce shortages in the transportation industry will put increased stress on transportation employees as they struggle to meet the demands of the nation's large transportation network. Reaching out to elementary, middle and high school students about

exciting career opportunities within the broad field of transportation is one branch of workforce development that can address these needs. Newcomers with a diverse background in multi-modal transportation options will be critical as sustainable transportation alternatives are given increased priority during maintenance, operations, and expansion decisions. Improving multimodal transportation transfers and demand-responsive needs can increase the appeal of mass transit and more efficiently move people. This project seeks to build awareness and interest in transportation career options by sharing with local youth the positive impacts of transportation in the mobility, safety and economic opportunity of everyone. Participation in hands-on, transportation-themed activities is one way to engage youth and encourage a future supply of transportation professionals.



## **Research Project**

Transportation outreach activities will be developed to cover a range of transportation topics and refined to specific target ages/grade levels. Outreach will be conducted at a variety of venues in Moscow, ID, Pullman, WA and local Indian Reservations, including school and community STEM fairs, in classrooms, at after school programs, and summer camps. Research will include measures of effectiveness with respect to knowledge gained and interest in future STEM transportation education and careers.

