

Recruiting and Retaining CDL Drivers and the High School CDL Program

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MIDWEST
TRUCK DRIVING SCHOOL



NORTH COUNTRY
HEAVY EQUIPMENT SCHOOL

Agenda

- About the Schools
- The Driver Shortage
- Recruiting CDL Drivers
- Retaining CDL Drivers
- High School CDL Program
- Q and A





About Me, MTDS, and NCHES

- Founded in 1998
- MTDS specializes in CDL training
- NCHES specializes in Heavy Equipment Operator Training and Electrical Line Technician Training



The Driver Shortage

- Approximately 100,000 open CDL positions across the country
- What is contributing to the driver shortage?
 - Medical Requirements (Registry 2014)
 - MVR Requirements (Strict standards)
 - CDL Requirements
 - Held to a higher standard
 - Drug and Alcohol Requirements
 - Drug and Alcohol Clearinghouse (2020)
 - Training Requirements
 - CLP tests
 - Proficiency tests



The Driver Shortage Cont'd

- Aging workforce
 - What is the average age of a CDL driver?
- Challenging to attract younger individuals
- 2019 ELD Mandate
- Impact of COVID-19
 - Most truck driving schools shut down during the pandemic
 - Emergency exemptions

Gen Z & Millennials' Dream Jobs

Gen Z (13-20-year-olds)

1. Doctor / Specialist / Surgeon
2. Psychologist / Therapist / Counselor
3. Artist / Singer / Musician / Performer
4. Influencer / Content creator
5. Professional sports player
6. Engineer
7. Nurse / Caretaker
8. Teacher / Professor / Educator
9. Business owner / Entrepreneur
10. Veterinarian
11. Actor / Actress
12. Computer scientist
13. Lawyer
14. Police officer
15. Video game designer / Developer

Millennials (21-39-year-olds)

1. Business owner / Entrepreneur
2. Artist / Singer / Musician / Performer
3. Nurse / Caretaker
4. Teacher / Professor / Educator
5. Doctor / Specialist / Surgeon
6. My dream job is not to work
7. Professional sports player
8. Chef / Baker
9. Veterinarian
10. Psychologist / Therapist / Counselor
11. Author
12. Lawyer
13. Influencer / Content creator
14. Engineer
15. Pilot

Source: YPulse Surveys n=1000 ages 13-39 | August 2021



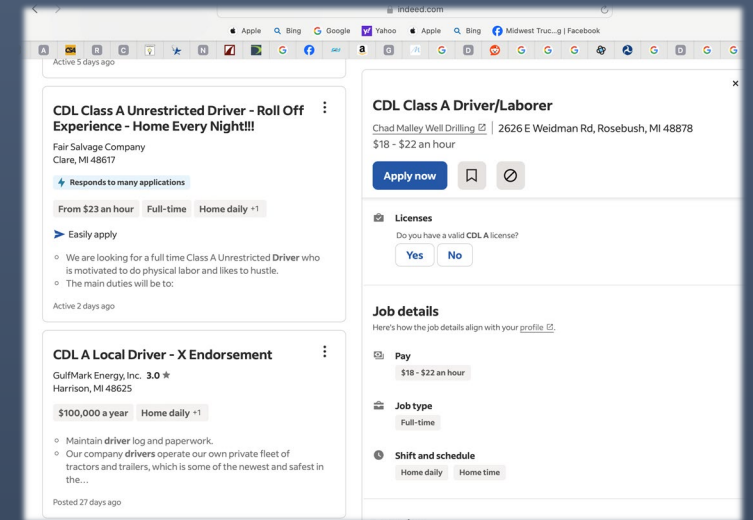
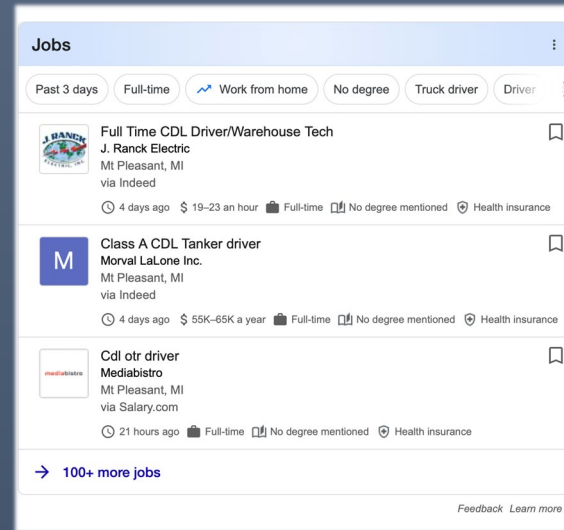
Recruiting Qualified CDL Drivers

- Hiring a secretary vs hiring a driver
- What can we do?
 - Existing employees/ drivers
 - If you can't find them, make them?
 - Many government entities around the U.P. and lower Michigan and northern Wisconsin have sent us individuals to get their CDL
 - If you invest in them, more likely to be loyal to you
 - Local Truck Driving Schools
 - Recruiting opportunities
 - Job board



Recruiting Qualified CDL Drivers Cont'd

- Local Paper
- Indeed
- LinkedIn
- Positive WOM
- Social Media
- Google Jobs
- Michigan Works
- FB Jobs
- Contacting Previous Employees



Retaining Your Workforce (Retention)

- What are you doing to retain your workforce?
- What things can a company do:
 - Show appreciation and respect
 - According to the DOL 46% quit jobs because they did not feel appreciated
 - Interesting work
 - Allow employees to speak their minds (everyone is a leader)
 - Encourage input and feedback
 - Safety is not just the job of the Safety Director (three points of contact)
 - Identify and invest in high performers (recognition)
 - Offer the ability to grow
 - Build up your workers engagement with your organization
 - Pay above average salaries (rewards)



Retaining Your Workforce Cont'd

➤ Climate

- How do things feel right now
- Team Building/ Trainings
 - CPR & First Aid, Defensive Driving
- Christmas Party
- Summer Company Luncheon



➤ Culture

- How things are done over time
- Are you investing in your employees?



High School CDL Program

- Four different high school options:
 - Weekend courses
 - Taking a month break
 - Continuing high school online while going to truck driving school
 - After school night classes
- Last summer had two juniors in high school receive CDL's over summer break that had already turned 18 years old
- Senioritis runs thick
 - Trades are engaging and offer viable careers



High School CDL Program Cont'd

- Why are high school students (18-year old's) a good fit?
 - Too young to have developed bad habits
 - Train them the way you want them to be trained
 - Teens go through a GDL process (Level, 1, 2, and 3)
 - On probation for a minimum of three years and cannot have restrictions on their license to obtain a CDL
 - Kinesthetic learners
- What can you expect from high school graduates?
 - They've worked at car washes, fast food, retail, etc. and they know they want more
- Schools and academia only allow a handful of students to be brilliant
- Attracting younger people to the trade



High School CDL Program Results

- 87% of teens are still in the trucking industry two years post graduation
- Commitment to the first company to hire them is high (71% still with the same company since graduation)
- Don't have the "job hopper" mentality
- Teens are loyal to companies that invested in them or gave them a shot at success



Expectations from a Great Training Provider

- Manual transmission training
- Coupling and uncoupling
- Loading and unloading
- Load securement
- Logbooks, ELD's, HOS
- Defensive driving/ advisory speed limits
- Backing maneuvers (80% of new driver accidents)
- Stopping and following distances
- Stale green lights
- Wide turns



Thank you!

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