Shortly after the Annual Convention, the Truckload Academy (TLA) Live Learning Center will feature this and other PowerPoints, but with a twist – audio.

This easy-to-use online resource will provide 24/7 access to up to 15 hours of educational content recorded at the convention.

As a meeting registrant, you can purchase the recordings in advance of the convention at considerable discount—more than 50% off. Click here for more information or to place your order.
The Driver Recruitment Crunch

Will You Be Successful?

March 15, 2011

Kelly Anderson

- Twenty-three years of transportation industry experience.
- Founded Impact Training Solutions, Inc. in 1998.
- Chairman of the Transportation Training and Development Institute at Kaskaskia College.
- kelly@impacttrans.com / (417) 451-0853

Most Recently

- Driver Turnover was Down
- Companies Reduced Recruitment and Orientation Staff
- Companies Stopped Advertising
- Companies Received High Quality and a large Quantity of Applications
Today

- Turnover is Increasing Slowly
- Empty Trucks are Increasing
- The Quality and Quantity of Applications are Decreasing

2011 and Beyond

- Turnover will Increase
  - The amount of carriers hiring and wanting to grow will determine the level of turnover, which could set new industry records.

  30% of employees plan to change jobs when the economy improves Strategic Programs Inc.

2011 and Beyond

- Driver Shortage will Exceed Previous Levels
  - Drivers have left industry
  - Aging demographic (500,000)
  - CSA/PSP (256,000)
  - New medical requirements
  - Drivers on unemployment
Meeting Need for Drivers

- Driver Retention
- Driver Advertising
- Recruiting Department Efficiency
- Hiring Criteria

Driver Retention

- Strategic Touch Points
  - Appreciation and Respect
- Driver Friendly Freight
- Work-Life Balance
- Social Network Presence
- Safety Training

Driver Advertising

- What used to work—doesn’t
- What does work
Recruiting Department Efficiency

- Department Structure
- Department Training
- Application Management
- Advertising Tracking

Hiring Criteria

- Has been
  - Yes
  - No
- Consider
  - Yes
  - No
  - With Initial Training based on PSP

Presented at the 2011 Annual Convention of:

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