

Workshop: Improving Student Placement in Rail Industry

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Workshop Format

- Six groups (check your group number)
- One discussion topic per workshop round
- Each topic has three questions
- 8-minute internal discussion at each table
- Reconvene: 15-minute breakdown per topic
 - 2 minutes per table to report results
 - Wrap-up



Discussion Questions

– Recruiting and Interacting with Students

- How can the industry make the most of **on-campus career fairs/special events**?
- What are other **recruitment approaches/tools/resources/activities** to consider beyond career fairs?
- What are the best channels and strategies for effective and timely **communication** with candidates?

– Making Railroad Industry the Preferred Destination

- How to **improve visibility** before education and career choices are made?
- What are the positives of industry and **how are they (should be) promoted**?
- What can the rail industry realistically do to **compete for talented students** with Google, airlines, automotive manufacturers, international design-build firms etc.?

– Retaining the Next Generation

- How can universities **help find students** and direct to correct subfield in industry (railroad, consultant, manufacturer, DOT, etc.) that fits their goals and lifestyle?
- How can we **take advantage of technology** to help with work-life balance and job satisfaction while in the rail industry?
- What makes people stay/leave their job...and **what can we do to keep them**?