



**Driving the
Next Generation**

WWW.NEXTGENTRUCKERS.ORG/

Driving the Next Generation in to the Trucking Industry

Newly formed in 2020, the Next Generation in Trucking Association is a non-profit trade association with the mission to promote trucking as a positive career field and create trucking programs while encouraging training and employment of young people in the trucking industry; and connecting them to training and employment opportunities.

It is supported by a group of industry volunteers who are passionate about trucking, career technical education and young people. Membership consists of students, teachers, schools, business professionals, partners and sponsors who believe in the mission we are trying to accomplish.

WHAT WE DO

The Next Generation in Trucking Association provides value to our members and key stakeholders through many ways:

- **Create** CDL Driver and Diesel Tech programs throughout the United States
- **Promote** Trucking as a Career Technical Education Choice
- **Educate** high school administration and counselors, students and parents on the benefits and opportunities in the trucking industry
- **Focus** on diversity, equity and inclusion
- **Provide** fresh, up-to-date curriculum to create a new wave of professional drivers and technicians who are trained to the highest standards
- **Connect** high schools to private and public truck driving and diesel technician schools and programs
- **Serve** as a liaison between young people and trucking partners to provide a pipeline of talented, trained drivers and technicians
- **Foster** community for young people in trucking
- **Lobby** for the Drive-Safe Act

BENEFIT TO MEMBERSHIP

Sponsors, Partners and Business Professionals:

- **Priority** in directing where we start high school programs. Pick your top 3 target markets for programs to start up—we will lobby in those areas.
- **Partnerships** with CTE Schools
- **Pipeline** of trained drivers and technicians
- **Gain a better understanding** of young people in the industry and in your organization
- **Industry Representation** to skilled trades education
- **Oversight** of standardized curriculum and industry-recognized credentials
- **Expand your professional network** of peers, experts and providers
- **Focus** on providing the trucking industry with a diverse and equitable workforce
- **Utilize** our Nationally Registered Apprenticeship Program

Career Technical Education High Schools, Technical Schools, Guidance Counselors, and Students

- **Turn Key Curriculum** that meets the needs of the digital generation
- **Discounted Worklete Membership** for Your Program and Students
- **Discounted Membership** for Informational Technologies (Curriculum)
- **Discounted JOBehaviors assessments**
- **Network** forum with high schools across the US
- **Assistance** in promotion and recruiting high school students
- **Promotional materials** for elementary and middle school age students that feed in to CTE high schools
- **Connect** with Next Gen in Trucking industry partners and supporters
- **Nationally Registered Apprenticeship Program** partners
- **Simulator** partnership discounts with Advanced Training Systems



Students learn proper lifting techniques using the Worklete program.

Photography by Johnny Padilla



PHS incorporates state-of-the-art Advanced Training Systems driving simulators.

Photograph By Johnny Padilla

STATISTICS

Career Technical Education Programs (High School)

- Trucking is not represented or is underrepresented in Career Technical Education
- Diesel Tech programs are lumped in with Automotive and there are currently 44 ASE Certified Diesel Tech programs across the country.
- CDL Driver programs are virtually nonexistent. Outside of Maine—where a program has existed for 50 years—there are 2 CDL Driver programs—1 in California and 1 in South Carolina.

CDL Driving Programs Offered = 6

ASE Certified Diesel Technician Programs Offered = 44

****Each year Perkins V appropriates roughly \$1.1 billion to Career Technical Education. With so few trucking programs out there this federal funding is being utilized by other trades - not trucking.**

**Average Annual Openings 2018-2028 and 2011 Freshman Cohort
Concentrators, (n= 13 states)**

Trade Area	Average Annual Openings 2018-2028	Concentrators	Concentrators as a Percentage of Openings
Construction	166,515	9,051	5%
Advanced Manufacturing	77,705	8,591	11%
Automotive	36,447	15,648	43%
Carpentry	30,024	6,724	22%
Electrical	28,245	3,210	11%
Plumbing	20,078	660	3%
Welding	17,822	5,795	33%
HVAC	14,142	1,115	8%
Total	390,978	50,784	13%

Skilled Trade High School Offerings in Trucking

Trade Area	Average Annual Openings 2018-2028	Programs Offered in 2020
CDL Driving	160,000	6
Diesel Technician	28,300	44



A few of the students from the class of 2020.
Photo By Dave Dein

POTENTIAL EARNINGS IN THE TRUCKING INDUSTRY

Source: **SALARY.COM**

Position	Percentile	Salary
<i>Yard Jockey (CDL A)</i>	10th	\$37,494
	25th	\$41,500
	50th	\$45,900
	75th	\$50,200
	90th	\$54,115
Position	Percentile	Salary
<i>Semi-Trailer Truck Driver (CDL A)</i>	10th	\$41,664
	25th	\$47,400
	50th	\$53,700
	75th	\$61,500
	90th	\$68,601
Position	Percentile	Salary
<i>Entry Truck Driving Supervisor</i>	10th	\$33,072
	25th	\$39,900
	50th	\$47,400
	75th	\$55,900
	90th	\$63,639
Position	Percentile	Salary
<i>Intermediate Truck Driving Supervisor</i>	10th	\$48,222
	25th	\$57,600
	50th	\$67,900
	75th	\$80,400
	90th	\$91,781
Position	Percentile	Salary
<i>Senior Truck Driving Supervisor</i>	10th	\$76,127
	25th	\$82,500
	50th	\$89,500
	75th	\$112,200
	90th	\$132,867
Position	Percentile	Salary
<i>Diesel Technician</i>	10th	\$47,389
	25th	\$50,740
	50th	\$54,420
	75th	\$57,804
	90th	\$60,885

Budgetary Goals:

- Hire a part time employee in 2021
- Survey companies with trucks finding out who can hire drivers younger than 21 to haul intrastate and create a comprehensive list of those companies
- Contract a professional web developer for the website
- Have a graphic designer on retainer
- Create 20 more CDL Driver programs at High Schools (5 Pilot programs are in the works)
- Promotional Materials for Middle School and High School
- Promote Next Gen at Trade Shows
- Social Media Campaigns

Partner with Associations

- Association of Career Technical Educations (ACTE)
- American Trucking Association (ATA)
- State Trucking Associations (STA)
- International Food Distributors Association (IFDA)
- Commerical Vehicle Training Association (CVTA)
- National Association of Publicly Funded Truck Driving Schools (NAPFTDS)
- American Trucking Research Institue (ATRI)
- Women in Trucking (WIT)
- Truckers Against Trafficking (TAT)
- North American Building Material Distribution Association (NBMDA)

Our Goals

- **Survey the Industry** and find out companies that can hire drivers younger than 21 years old
- **Carve Out a Standardized Career Pathway** for young drivers getting in to the industry through their first year of employment
- **Peer Networking** in the Next Gen community through social media platforms and forums
- **Job Board** for student graduates with industry partners
- **Drive Your Future campaign;** Website for students and parents and Trading Cards that describes the trade, gives educational options, qualifications and connections.
- **Your Road to Success Enews** magazine covers industry trends, skilled trade education and best practices , as well as need-to-know information about the association
- **Next Gen Registry System** *is a secure database maintained by the Next Gen in Trucking Association to trace the names of individuals who have successfully earned their training credentials and gives them the ability to review and refresh their experience, training and assessment history. It also gives employers the ability to view employee's credentials and trainings.*
- **Continued Education** *through webinars, certifications, scholarships, notifications and more.*
- **The Next Generation in Trucking Foundation** is a separate 501c3 that provides scholarships and supports students to further their education in the trucking industry.
- **Next Gen Image Team**—students and young trucking professionals who promote trucking as a positive career choice



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TRUCKING

YOUR ROAD TO THE FUTURE