
FOR IMMEDIATE RELEASE

Wednesday, April 18, 2012

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

Secretary Newson: Under Governor's Leadership, Wisconsin Consortium Shifts to High Gear in Filling Trucking Industry Jobs

DWD teams up with WEDC, WTCS and other key partners to address critical labor need

MADISON – Department of Workforce Development (DWD) Secretary Reggie Newson today urged job seekers to consider a career in the trucking industry, a growing sector that offers hundreds of job openings statewide for drivers, technicians, support staff and many other opportunities. He urged individuals to learn more about the field by visiting <https://jobcenterofwisconsin.com/Trucking/Default.aspx>, a one-stop resource for jobs, training and other information related to the trucking industry.

“Under Governor Walker’s leadership, DWD is working collaboratively with the Wisconsin Economic Development Corporation, the Wisconsin Technical College System and many other public and private partners to identify and fill critical job openings in the state’s trucking industry,” Secretary Newson said. “It is through innovative partnerships like this trucking consortium that we will connect job seekers to available job openings, and advance the Governor’s ‘Open for Business’ agenda.”

DWD, WEDC and WTCS have been meeting with representatives from several trucking companies to discuss potential collaborations to create jobs and find the skilled workers they need to fill such jobs. WEDC has been helping to facilitate the consortium. Other key members include the state Motor Carriers Association and WTCS staff. DWD reps from the Job Center of Wisconsin, Bureau of Apprenticeship Standards and Office of Veterans’ Services have taken part as well.

The consortium focused initially on the key occupations of truck drivers and diesel technician mechanics, in which companies need skilled workers. In addition to conducting research and studying best practices, DWD has worked with the consortium to take other key steps. Among them:

- Targeted notification of job openings: DWD has sent out targeted e-mail blasts to hundreds of Job Center of Wisconsin registrants who’ve identified trucking as an area of experience or interest. A separate blast went out nationally to thousands of veterans. The blasts included links to specific jobs that participating trucking companies have been looking to fill, as well as links to the hiring companies.
- Facilitation of employer registration: DWD worked collaboratively with participating trucking companies to get them registered with the Job Center system and help them post open positions on www.JobCenterofWisconsin.com. The effort has resulted in a dramatic increase in the posting activity by the companies on the site.

(more)

- Creation of a special landing page on www.JobCenterofWisconsin.com: DWD launched a special landing page on www.JobCenterofWisconsin.com to focus on the trucking industry sector. The site features links to WTCS training programs, participating trucking company sites along with rotating company logos featured on the site, links to DWD/Workforce Investment Act training programs, and other helpful resources including a link to a running tally of trucking-related job openings, which today has over 740 openings listed.
- Creation of a Wisconsin Department of Transportation (DOT) landing page: The DOT has a landing page that provides a one-stop-shop with all the information needed to work as a trucker in Wisconsin: <http://www.dot.wisconsin.gov/business/carriers/>. This includes commercial driver license requirements, including medical examination needs to drive in intrastate or interstate commerce.

“These ongoing efforts to fill the workforce needs in this vital industry sector are reflective of the innovative, flexible and responsive system of government that’s made possible under Governor Walker’s leadership,” Secretary Newson said. “By enlisting the expertise of the private sector, economic development, education and many other workforce partners, we will advance job creation in our state and support the filling of these jobs by Wisconsinites.”