

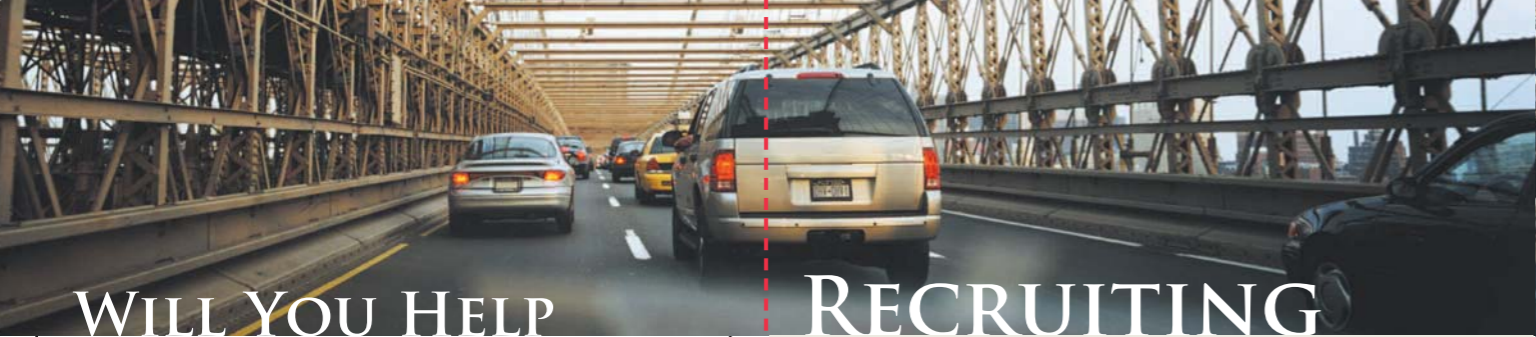


IT'S OUR FUTURE! CAMPAIGN

Recruiting the Next Generation

Tips for Landing the "Best and Brightest" College Graduates for Positions in Your Transportation Design or Construction Firm

Positioning Your Firm in Recruiting Advertising, Job Fair and Interview Activities



WILL YOU HELP TODAY?

Your support will help your firm recruit its *Next Generation* of key employees.

YES! I am pleased to make a commitment to support ARTBA-TDF's "Recruiting the Next Generation."

Name _____
Company _____
Address _____

Phone _____ Fax _____
E-Mail _____

- Team 100** – \$100K+ annually
- The Chairman's Circle** – \$50K-\$100K annually
- The President's Circle** – \$25K-\$50K annually
- The Leadership Circle** – \$10K-\$25K annually
- Gold Supporter** – \$5K-\$10K annually
- Silver Supporter** – \$1K-5K annually
- Bronze Supporter** – < \$1K annually

Annual Pledge Amount \$ _____

Duration of Commitment (please check one):
 5 years 4 years 3 years 2 years 1 year

Please contact Jeff Solsby, ARTBA Director of Public Affairs, **TODAY** with your contribution pledge.
202.289.4434 • jsolsby@artba.org
Or, mail this pledge card to
ARTBA Transportation Development Foundation •
1219 28th Street, N.W. • Washington, D.C. 20007-3389

RECRUITING THE NEXT GENERATION: SUCCESS STARTS WITH YOU.

THIS BROCHURE HAS BEEN DEVELOPED to introduce you to the ARTBA Transportation Development Foundation's *Recruiting the Next Generation* program. With your help, the Foundation has plans to develop *Recruiting the Next Generation* into a multi-dimensional, research-grounded communications and marketing program that addresses a singular mission...

To position transportation design and construction firms as employers of choice for the "best and brightest" graduating from American colleges and universities.

- The program will include:
- Development and execution of an on-going industry image advertising campaign focused on college students and utilizing on-campus and internet media.
 - A web-based "tool kit" for industry firms providing materials that can be customized for use at college job fairs and with potential new hires.
 - Research-based outreach to high school and college guidance and career counselors to get the transportation design and construction sector on their "radar screens."
 - A media relations program to help ensure that transportation design and construction is included in news stories, annual reports and listings of "hot" and desirable job markets.

None of this will happen without the financial support of firms like yours. Corporate and personal contributions to help support the "Recruiting the Next Generation" program through the ARTBA-TDF are tax deductible.

Will you help today?



ARTBA American Road & Transportation Builders Association
1219 28th Street, N.W.
Washington, D.C. 20007-3389
www.artbatdf.org
TDF Transportation Development Foundation



DEFINING THE CHALLENGE...

YOUR TRANSPORTATION DESIGN OR CONSTRUCTION FIRM is not only competing with others in general construction for the engineers, managers, designers, finance, HR, marketing and IT personnel you need to keep your business successful—you are also competing against every industry sector in the U.S. economy for the “best and brightest” college graduates looking for jobs in these fields.

It's a tough challenge.

A 2007 nationwide survey of U.S. college students commissioned by the American Road & Transportation Builders Association Transportation Development Foundation (ARTBA-TDF) found—not surprisingly to talent recruiters in our industry—that working for transportation design or construction firms barely registers as a career choice with today's young adults.

The fact is, the survey found that college students—including those interested in engineering, computers and math—know very little about our industry or the rewarding career paths it offers in many professional disciplines.

The survey also found that the career and lifestyle goals today's college students say they are looking for don't match—in their minds—with what they believe our industry offers. These young adults know what they want—and when asked, they said “you're not it!” Their perceptions of our industry work against your recruitment efforts. But there is “good news”....

The ARTBA-TDF research shows that many of their perceptions are wrong. And that's something, working together as an industry, we can change.

More importantly, the research strongly suggests that transportation design and construction firms are actually well-positioned to meet—and often exceed—the career and lifestyle expectations of today's new college graduates.

We have much of what they say they want. The challenge is informing them of that.

And that is the aim of “Recruiting the Next Generation,” a special ARTBA-TDF program being developed—with the help of this landmark underpinning research—to help give firms like yours a competitive edge in the talent recruitment marketplace.

AND THE SURVEY SAYS...

OUR ANALYSIS OF THE RESEARCH commissioned by the ARTBA-TDF provides recruitment executives at transportation design and construction firms with a “road map” for effectively communicating with today's college graduates.

It suggests ways to talk about our industry, your company and its job opportunities in ways that will resonate with talented young adults. The key is matching what we offer with what they are most likely looking to find... and then describing our industry, firm and the positions we have available in those terms.

For example, here are the top dozen “attributes” to include as your talking points. Today's college students describe their “ideal career” as looking for employers and jobs that:

- ...Provide “steady work”
- ...Are “intellectually stimulating”
- ...“Make a difference in people's lives”
- ...“Provide skills for a whole career”
- ...“Provide new and different challenges”
- ...That will help them leave a “lasting impact and legacy”
- ...Put them in a position “to earn respect”
- ...Have “opportunity to advance”
- ...Allow them to be involved in “creating something tangible”
- ...Provide a “stepping stone to job advancement.”

Sounds a lot like what our industry and your firm has to offer, don't they!

Suggestion #1:
Weave these attributes into the way you describe your firm and the positions you have available.

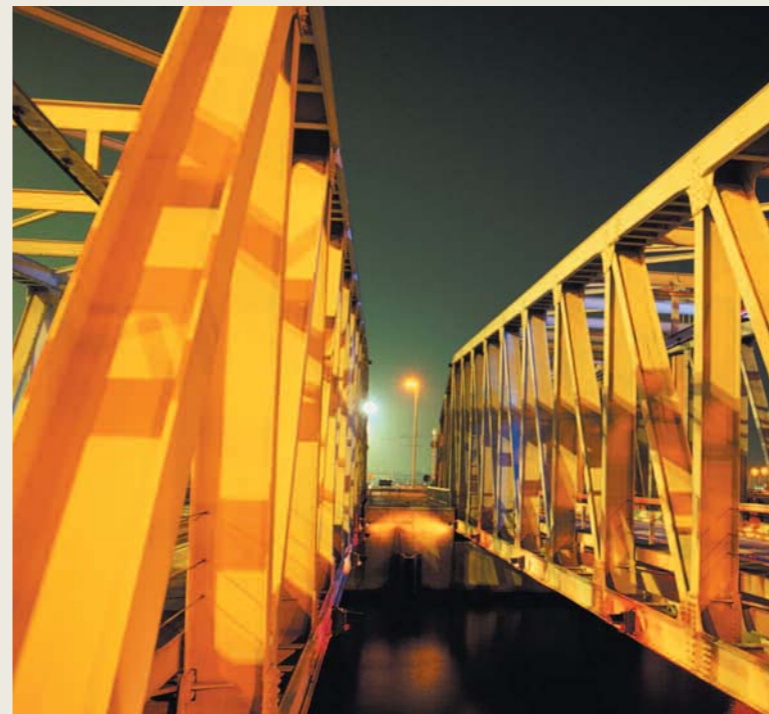
Suggestion #2:
Don't be shy about aggressively positioning your firm as a multi-disciplined operation.

The ARTBA-TDF research also makes clear your firm offers jobs in many of the fields today's college students say they are “most likely to pursue” upon graduation:

- Business management
- Sales/marketing
- Communications
- Human Resources
- Business Development

Suggestion #3:
Emphasize how your firm operates as a team... a very specialized and proud team.

Within that context, you can emphasize how the team's collective work product makes a difference in peoples' lives... provides solutions to community and national challenges... earns the respect of your community, etc. A team environment also implies mentoring and feedback, two things today's young adults crave in a work environment.



HELP US MEET THE CHALLENGE



MAKE YOUR PLEDGE COMMITMENT TODAY