

HEAR FROM PROFESSIONALS. LEARN FROM EXPERIENCE.



## NEBRASKA CAREER TOURS

# TRANSPORTATION, DISTRIBUTION + LOGISTICS

This Cluster exposes students to careers and businesses involved in the planning, management, and movement of people, materials, and products by road, air, rail, and water.



TEACHER DISCUSSION GUIDE  
[www.necareertours.com](http://www.necareertours.com)





### NOTE TO INSTRUCTOR:

Below are suggested activities and questions to accompany the virtual industry tour. Each component may be used individually or modified to fit the needs of your classroom. For more information on this career cluster, visit these websites:

- [www.education.ne.gov/nce/documents/ataglance/TDL.pdf](http://www.education.ne.gov/nce/documents/ataglance/TDL.pdf)
- [www.glencoe.com/sec/careers/cclusters/student/clusters/transportation.shtml](http://www.glencoe.com/sec/careers/cclusters/student/clusters/transportation.shtml)
- [www.iseek.org/careers/transportation.html](http://www.iseek.org/careers/transportation.html)
- [www.onetonline.org/find/career?c=16](http://www.onetonline.org/find/career?c=16)

### ANTICIPATORY SET:



Guide the students to think about how we receive the goods and products that we use each day.

**“Everyone has a notebook (hold up a spiral notebook); actually, probably more than one. You have one minute to jot down how this notebook was created and ended up here in my hands, from the beginning to the end. Questions?”**

**“Share your steps with a partner.”**

You may choose to call on students to share aloud with the entire class after the partners have had a chance to collaborate.

**“Let’s review... first the paper had to be created. Where does paper come from? Trees of course. So, a logger cut down the tree. The tree was then transported on a truck to a sawmill where it is processed into wood chips. The wood chips are transported to a paper mill where it is processed into pulp and sheets of paper are created. This paper is packaged and transported to retail stores such as Wal-Mart, Target, etc. That is quite a large journey for such a small notebook. One of the career clusters that makes it possible for us to purchase not only notebooks, but all of the items and materials that we need, is the transportation, distribution and logistics career cluster.”**

### INTRODUCTORY QUESTIONS:



Ask these questions to students; can be given as journal questions or asked aloud. If asking aloud, consider having the students share with a partner first, then calling on students to share aloud. Responses will vary. Remember that these responses are based on the students’ knowledge prior to watching the virtual tour.

**When you think of transportation, distribution, and logistics, what types of jobs come to mind?**

**Are these jobs that YOU might be interested in?**



## CONTENT:



Show the 12-minute virtual industry tour (contains all three businesses) to the class. **[www.necareertours.com](http://www.necareertours.com)** Students may individually view the videos online as well. Ask students to complete the student guide worksheet as they learn about the career cluster.

**“Today we will watch a video that highlights three different businesses in this area. Each business will describe their involvement in the industry, as well as the different careers associated with this field.”**

## FOLLOW-UP QUESTIONS:



Ask these questions to students after they view the virtual industry tour. Questions can be given as journal questions or asked aloud. Questions can also be assigned individually or as groups.

### 1. What surprised you about this career cluster?

- o Answers will vary.

### 2. What types of careers are included in this career cluster?

- o Manager, trainer/educator, truck driver, diesel technician, accountant, dispatcher, dock worker/forklift operator, safety analyst, sales, customer service, IT – information technology, business analyst
- o Other careers not mentioned in the video: aircraft mechanic, airline pilot, bus driver, locomotive engineer, ship captain, shipping clerk, civil engineer, transportation inspector, postal service workers, travel agent, cargo and freight agent, etc.
- o *Note to instructor: This would be a good time to explain to the students that this career cluster can be divided into seven programs of study including:*
  - Transportation operations
  - Logistics planning and management services
  - Warehousing and distribution center operations
  - Sales and service
  - Facility and mobile equipment maintenance
  - Risk management and health and safety management
  - Transportation systems/infrastructure planning, management, and regulations.

### 3. What careers/jobs in this career cluster could be obtained immediately after high school graduation?

- o Truck driver (with CDL; must be 18), dock worker/forklift operator, dispatcher
- o Other examples not mentioned in the video: Airport ground crew, aircraft line assembler, ambulance driver, automotive glass installer, automotive service technician, bicycle repairer, bridge and lock tender, flight attendant, locomotive engineer, postal service clerk, mail carrier.



**4. Where could you go to receive education/training for these careers?**

- o Answers will vary, but remind students that there are over 300 programs in Nebraska alone that offer education in this area.

**5. Why are new jobs being created in this career cluster?**

- o Consumer demand for products is constantly increasing; this includes global markets. Therefore, it becomes increasingly important to transport materials and products in an efficient manner so that consumers have the products they desire. This consumer demand creates profits and money that help companies to create new jobs.

**6. The Werner video mentioned an internship. What is an internship? Why would it be valuable for someone to have an internship?**

- o An internship is time spent learning about a business through work experience. Some internships are paid, while others are experience only. Either way, internships allow a person to learn about the industry and discover if this is a career path that they are truly interested in. Internships also provide real work experience, which is a great asset on a resume and can lead to a full-time job in the future.

**7. What skills should someone have to work in this career cluster?**

- o Answers will vary.

**8. Brown Transfer said that in addition to CDL certification, they want their drivers to have two years of work experience. Why do they desire this?**

- o Someone with experience should be a better and safer driver. However, this can be frustrating for someone seeking his or her first job. The positive side of this is that one could expect Brown Transfer to offer higher wages based on this experience.



**9. The average salary for a Nebraskan working in this career cluster is a little less than \$34,000 per year. While this might seem high to a current high school student, this is actually lower than some other career clusters. Why is this area lower?**

- o Many, NOT ALL, of the jobs in this career cluster only require a high school diploma. Typically, but not always, a job requiring a higher degree will pay more which is nice since that higher degree was not free. Higher salaries help offset the expense of post-secondary education. And, average is simply that, an average. There are definitely higher salaries to be earned in this field, based on education and experience.
- o *Note to instructor: This would be an effective time to start a discussion with students about living expenses. Most students do not have a realistic understanding of the expenses that they will be responsible for paying as an adult. Share with them about salaries, taxes, insurance, house payments, cell phone bills, car payment, electricity, cable tv, etc. Be sure to emphasize the importance of money management and budgeting at any level of income.*

**10. Core academic skills include reading, written communication, listening, speaking, and scientific and mathematical reasoning (with problem solving). How might these core academic skills be used in this career cluster?**

- o Answers will vary.
- o Here are a few examples: Mechanics and technicians must be able to comprehend technical reading to help them research repairs and stay-up-to-date with new technologies. Dispatchers must have great verbal communication to direct the truck drivers to the correct pick-up and drop-off locations. Truck drivers must have excellent listening skills in order to follow all directions for pick-up and drop-off. Truck drivers and mechanics will both use math to calculate fuel efficiency and to make engine repairs.

**11. The virtual industry tour mentioned five traits that employers seek when hiring; what other personal traits and characteristics should a desirable applicant possess?**

- o Answers will vary.



## EXTENDED LEARNING ACTIVITIES:



The following are suggested activities that will increase student learning and exposure to this career cluster.

- Explore the website of each of these businesses. Report to the class about components found on the website. Be sure to look for employment opportunities.
- Watch additional videos about specific careers in this pathway. The one minute videos are produced by CareerOneStop. **[www.careeronestop.org/Videos/CareerandClusterVideos/career-and-cluster-videos.aspx](http://www.careeronestop.org/Videos/CareerandClusterVideos/career-and-cluster-videos.aspx)**
- Select a career that could be obtained in this career cluster. Research the career and present information to the class in the form of an oral presentation, poster, PowerPoint, iMovie, Prezi presentation, etc. Information to find includes: Salary, education required, typical day schedule, positive aspects of the job, negative aspects of the job, etc.
- Make a list of personal skills/behaviors that are strengths. Also make a list of present personal skills that should be strengthened in order to obtain a desired career.
- Complete a mock job application.
- Construct a resume for a specific career in this career cluster.
- Participate in a mock job interview.
- Meet with school counselor to discuss high school classes that would help prepare a student for careers in this career cluster. Also, discuss certifications that can be obtained during high school, including a CDL.
- Identify a post-secondary institution that offers certification or degrees that could be utilized in this career cluster. Obtain and complete admissions and scholarship applications for the school or program.



# TRANSPORTATION, DISTRIBUTION + LOGISTICS

Name: \_\_\_\_\_

1. Description of Transportation, Distribution, and Logistics career cluster (from website):

*Instructions: Questions 2, 3, and 4 should be answered by watching all three sections of the virtual industry tour.*

2. List eight careers available in Nebraska mentioned during the virtual industry tour:

- |    |    |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

3. How many people are employed by each business?

Business	Number of Employees
Werner Enterprises	
Cash-Wa Distributing	
Brown Transfer	

4. List five career readiness skills employers want employees to use everyday on the job:

- 1.
- 2.
- 3.
- 4.
- 5.

*Instructions: The following questions are specific to the Werner Enterprises section.*

5. Where is Werner based? \_\_\_\_\_

6. Werner is a global transportation provider. How many countries do they transport goods to?  
\_\_\_\_\_

7. Define logistics:

8. How many truck drivers does Werner employ? \_\_\_\_\_

9. Some careers with Werner require only a high school degree. What percent of their jobs require education ABOVE the high school level? \_\_\_\_\_

10. In Nebraska, how many educational programs are offered in the Transportation, Distribution, and Logistics career cluster? \_\_\_\_\_

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*Instructions: The following questions are specific to the Cash-Wa section.*

11. Cash-Wa is a food service distributor. What does this mean?

12. Where does Cash-Wa have warehouses and distribution centers?

- 1.
- 2.
- 3.

13. How many trucks does Cash-Wa use to pick-up and deliver goods? \_\_\_\_\_

14. How does the state of Nebraska rank as a national leader for employment? \_\_\_\_\_

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*Instructions: The following questions are specific to the Brown Transfer section.*

15. Where is Brown Transfer headquartered? \_\_\_\_\_

16. What is the average salary for a Nebraskan working in this career cluster? \_\_\_\_\_

17. Brown Transfer has positions that require a variety of different education levels. Forklift operation is an entry-level job. What does this mean?

18. What certification is required for ALL semi/truck drivers?

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**TRANSPORTATION, DISTRIBUTION + LOGISTICS**

1. Description of Transportation, Distribution, and Logistics career cluster (from website):

**Planning, management, and movement of people, materials, and products by road, air, rail and water.**

*Instructions: Questions 2, 3, and 4 should be answered by watching all three sections of the virtual industry tour.*

2. List eight careers available in Nebraska mentioned during the virtual industry tour:

- |                                     |  |
|-------------------------------------|--|
| 1. <b>Employee trainer/educator</b> | 5. <b>Sales</b>                          |
| 2. <b>Diesel mechanic</b>           | 6. <b>Dock worker/fork lift operator</b> |
| 3. <b>Truck driver</b>              | 7. <b>Safety director</b>                |
| 4. <b>Customer service</b>          | 8. <b>Accounting</b>                     |

**IT - information technology, Strategic business analyst, Dispatcher, Driver recruiter and terminal manager**

3. How many people are employed by each business?

Business	Number of Employees
Werner Enterprises	<b>12,000</b>
Cash-Wa Distributing	<b>520</b>
Brown Transfer	<b>250</b>

4. List five career readiness skills employers want employees to use everyday on the job:

1. **Team player; teamwork**
  2. **Smart; able to learn**
  3. **Detail-oriented**
  4. **Caring**
  5. **Honesty**
- Effective and appropriate communication**

*Instructions: The following questions are specific to the Werner Enterprises section.*

5. Where is Werner based? **Omaha**
6. Werner is a global transportation provider. How many countries do they transport goods to?

**120**

7. Define logistics:

**Moving goods/supplies efficiently throughout the supply chain.**

8. How many truck drivers does Werner employ? 9,000
9. Some careers with Werner require only a high school degree. What percent of their jobs require education ABOVE the high school level? 25%
10. In Nebraska, how many educational programs are offered in the Transportation, Distribution, and Logistics career cluster? 300+

*Instructions: The following questions are specific to the Cash-Wa section.*

11. Cash-Wa is a food service distributor. What does this mean?

**They deliver/distribute groceries to restaurants, hotels, institutions, convenient stores etc.**

12. Where does Cash-Wa have warehouses and distribution centers?

1. **Kearney**
2. **Lincoln**
3. **Aberdeen, South Dakota**

13. How many trucks does Cash-Wa use to pick-up and deliver goods? 160

14. How does the state of Nebraska rank as a national leader for employment? 2nd

*Instructions: The following questions are specific to the Brown Transfer section.*

15. Where is Brown Transfer headquartered? Kearney

16. What is the average salary for a Nebraskan working in this career cluster? \$33,975

17. Brown Transfer has positions that require a variety of different education levels. Forklift operation is an entry-level job. What does this mean?

**This job can be obtained right out of high school; in fact, they have several current high school students that are employed on their dock.**

18. What certification is required for ALL semi/truck drivers?

**CDL - Commercial Driver's License**