



**GO.**  
**YOUR WAY.**

# **MMTA WORKFORCE DEVELOPMENT**

**SEPTEMBER 18, 2023  
MMTA/APTA TRANSPORTATION  
SAFETY CONFERENCE  
SAMOSET**

**BRIAN PARKE  
MMTA**



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# Why We Decided to Act

- Target future workforce
- Side benefit of industry image
- Had to do **SOMETHING** – doing nothing was not an option

# What We Knew 3-yrs Ago

- Was not going to be easy or inexpensive – we would NOT look for other people’s money for funding
- Difficult to quantify/measure success
- Had to trust our experts – Ethos Marketing & Maine Savings FCU

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# What Did We Do?

- Looked for opportunities to engage younger generation



 **Maine Savings**  
FEDERAL CREDIT UNION

**MMTA EDUCATION LOAN PROGRAM**  
**0% Interest!! - Easy to Apply!!**

 **MAINE MOTOR**  
Transport Association  
[www.mmta.com](http://www.mmta.com)



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### Program Basics:

- 100% financing of tuition costs (up to \$7,000) of a CDL course through approved CDL schools;
- 0% interest rate;
- First payment deferred to 60 days after completion of course;
- Flexible repayment terms (up to 36 months with \$50 minimum payment);
- No collateral or prior credit required;
- Easy online application to apply;
- Reasonable credit standards;
- ~~• An appeal option directly with MMTA for applicants that do not initially qualify;~~
- Only Maine residents going to approved Maine trade schools are eligible;
- Borrower must be at least 18 and must join Maine Savings FCU to be eligible.



**MMTA EDUCATION LOAN PROGRAM**  
**0% Interest!! - Easy to Apply!!**





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# Current Status

- 321 loans at end of August
- \$1,577,886 total loan balances
- 10 bad debt accounts (\*some making payments)
- Cumulative cost of program (July 2021 to August 2023) = \$137,808



**MMTA EDUCATION LOAN PROGRAM**  
**0% Interest!! - Easy to Apply!!**



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# Results So Far

- Enrollments are up based upon NTI data (98% of loans)
- Virtually all placed students are working in Maine
- Good success rate for license testing

1<sup>st</sup> attempt – 72% pass

2<sup>nd</sup> attempt – 20% pass

3<sup>rd</sup> attempt – 6% pass

4<sup>th</sup> attempt – 2% pass



**MMTA EDUCATION LOAN PROGRAM**  
**0% Interest!! - Easy to Apply!!**





# Campaign Summary

- The Go. Your Way. Campaign exists to help the Maine trucking and transportation industry attract the next generation of drivers, technicians, and support staff to the industry and slow the aging out of our workforce.
- The campaign seeks to break down the perception barriers younger people have with the industry and to consider a career in trucking.

# Campaign Promise

- When you choose an adventurous, high-paying career in trucking, you put yourself in control to live life on your terms.





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# Messaging Approach

- Messaging to Gen Z with an approachable, real, and honest tone, putting people front and center.
- Key messaging will focus on
  - Beginning career debt-free
  - Life with freedom and independence
  - High paying career with meaning and security / stability



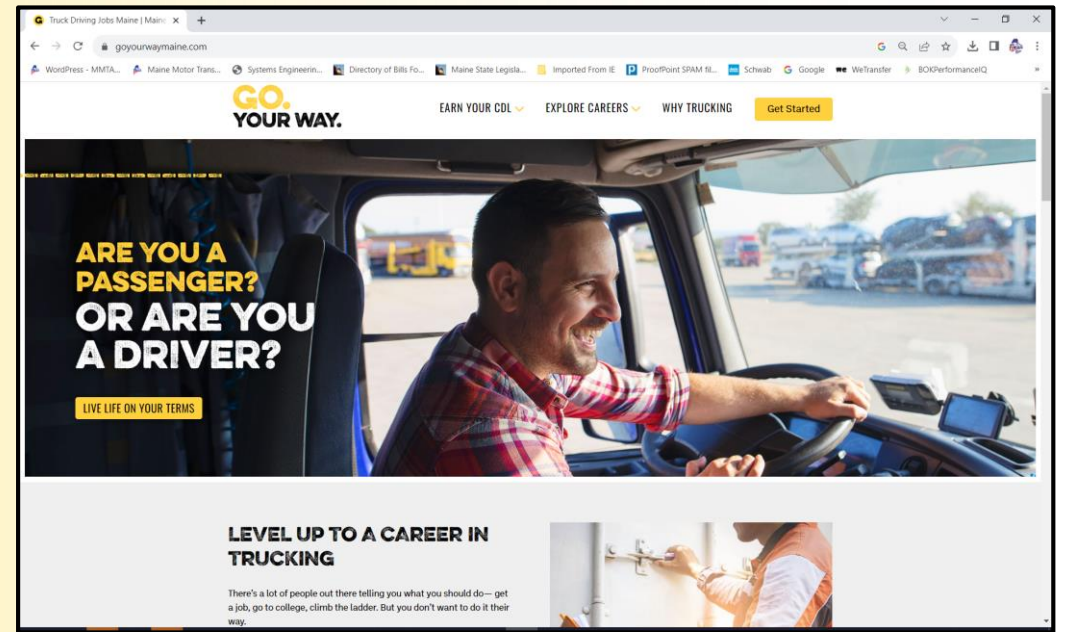
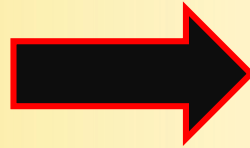
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# Key Messaging (continued)

- Use of technology / “cool” factor
  - Options and choices for career growth
- 
- Above all, we will validate Gen Z’s desire to do things differently; reflect back that “you are smart, you go your own way — a career in trucking empowers that”.

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# Implementation





0:31 / 3:09

Go. Your Way. Rebekah's Passion For Trucking | S2 Episode 5

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Go. Your Way. Katie & Pat | UPS/Parcel Delivery | Episode 5





▶ ⏩ 🔊 4:17 / 5:39 ⏸ CC ⚙️ 📺 🖥️ 📐

Go. Your Way. A Day In Life of a Maine Delivery Driver | S2 Episode 6



TOR  
station  
.COM



Go. Your Way. Josh & Caleb | Technicians | Episode 04





**Go. Your Way. Maine**

157 likes • 185 followers

Message Like Search

Posts About Mentions Followers Photos Videos More

**Intro**

You want adventure. Freedom. A chance to prove yourself. Level Up To A Career In Trucking.

Go. Your

- Page - Transportation Service
- 142 Whitten Road, Augusta, ME, United States, Maine
- bparker@mmta.com
- goyourwaymaine.com

**Photos**

See all photos



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**Posts**

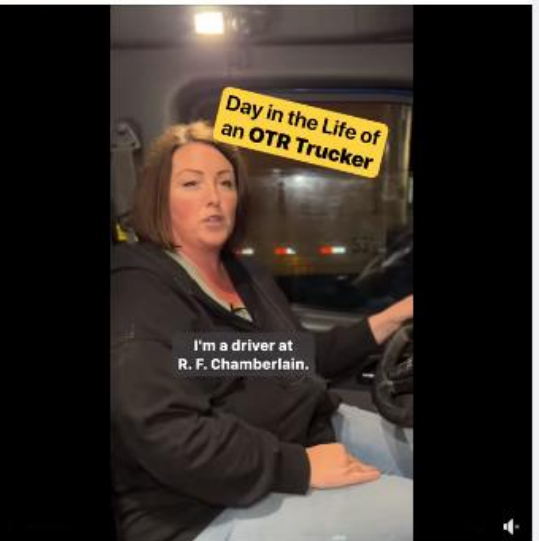
Filters

**Go. Your Way. Maine**  
September 6 at 8:06 AM

Ready to hit the road? Experience a day-in-the-life of an Over-The-Road Trucker with Heidi Plourd, a driver at R.F. Chamberlain in Maine.

Heidi's day is both eventful and fulfilling, from running through her morning checklists to savoring peaceful moments on the road. Her favorite part? Watching the sunrise. After a podcast and coffee break, she's ready for a day of adventure!

Want to learn more about a career in trucking? Discover more at <https://www.goyourwaymaine.com/e...> See more



57 2 comments 9 shares

Like Comment Share

Write a comment...

Kevin Gagnon







M 0908-IG-Story-Ad  
m Story Ad / Poll



Screen 1

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**READY TO ROLL INTO A REWARDING CAREER?**

Learn More

Screen 2

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**SHIFT INTO HIGH GEAR WITH THE MAINE TRUCKING INDUSTRY!**

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Screen 3

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**YOUR JOURNEY STARTS HERE**

FIND CDL TRAINING NEAR YOU

Learn More

Poll

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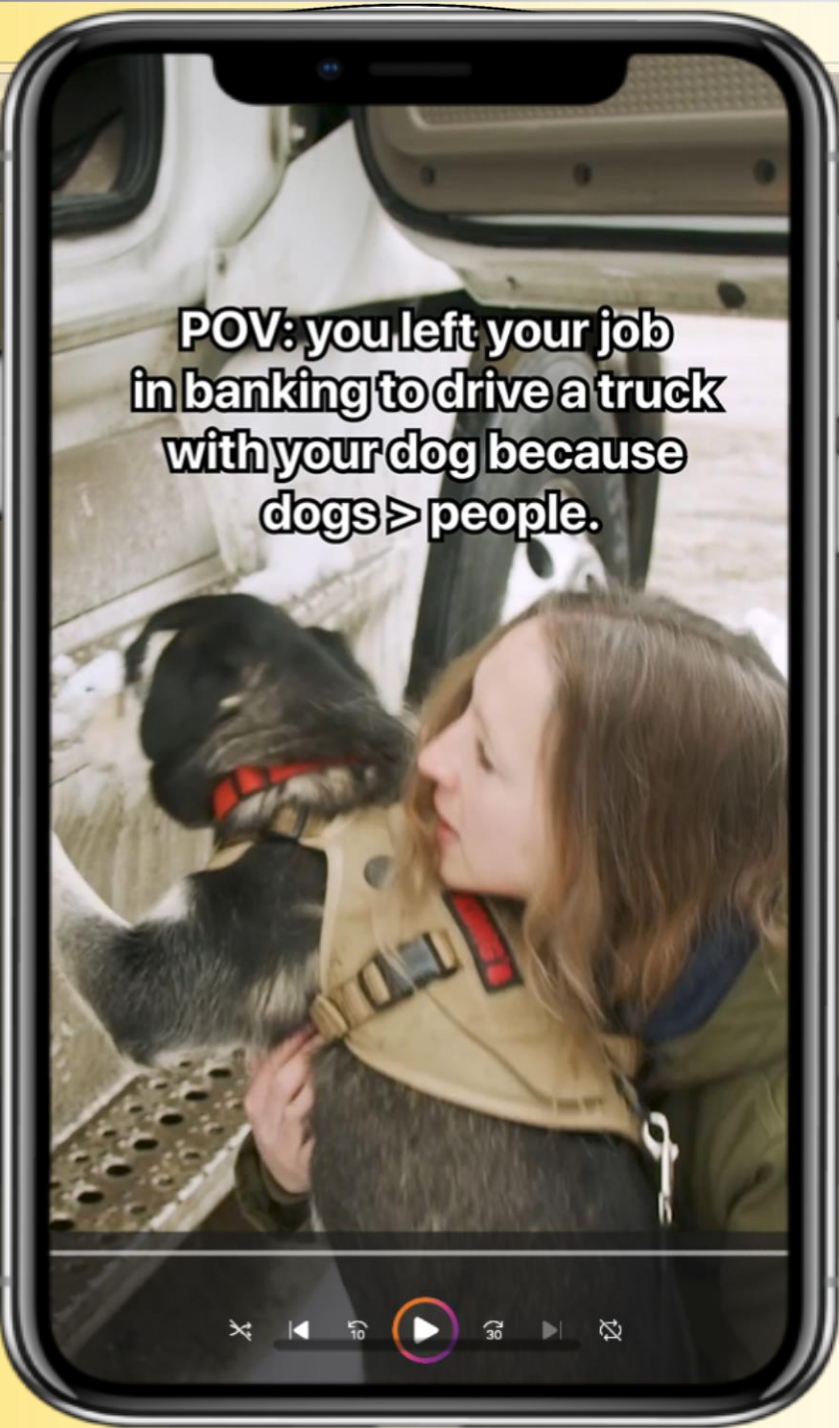
**INTERESTED IN PURSUING YOUR CDL?**

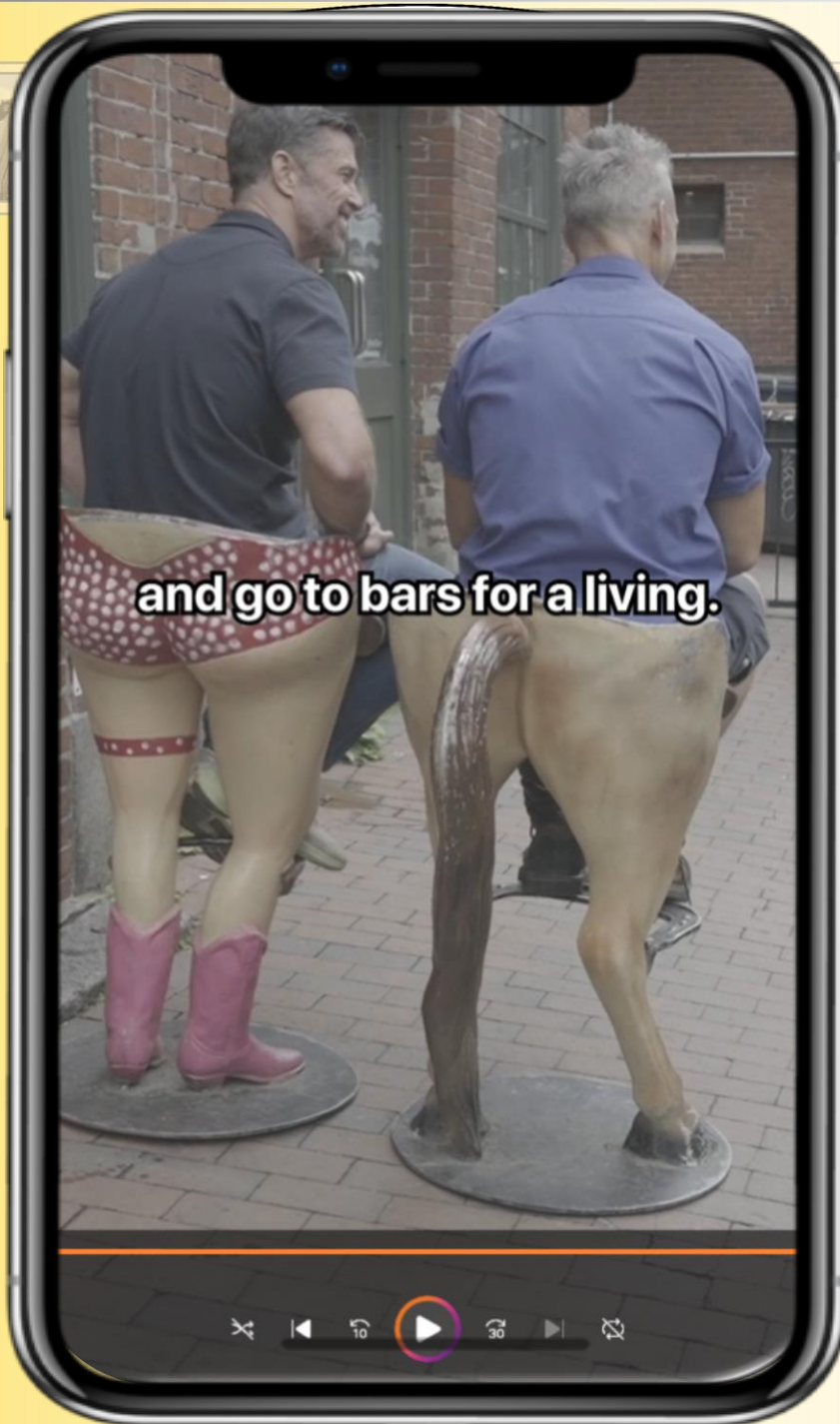
DEFINITELY!

FIND A CDL TRAINING PROVIDER NEAR YOU!

Learn More



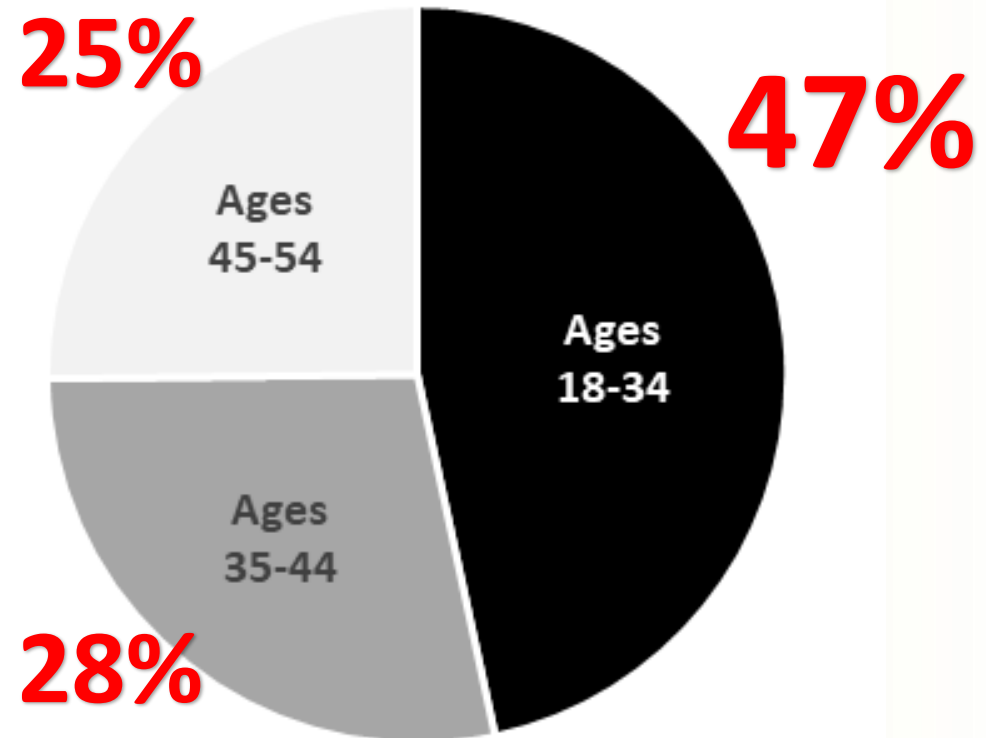




# Key learnings from the past year:

- **Conversions are skewing younger (which is the objective)**

Conversions





# Key learnings from the past year:

- **Social media is the main driver to the GYW website.**

**31,735 clicks to the website**

**3,447 content views and/or interactions with website content**

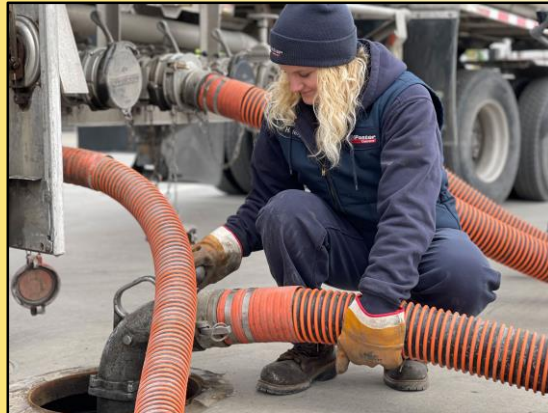
**total reach of 540,992**

**Ave engagement rate of 4% - double what industry average is for our kind of campaign.**

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# Key learnings from the past year:

- The most successful social media content features actual trucker images and their stories.





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# Key learnings from the past year:

- The “Explore Careers Quiz” has produced a big increase in web sessions to Explore Careers pages.



# CHOOSE A ROAD TO A GOOD CAREER

Complete the quiz below to find out which career is the right fit for you.

Step 1 of 4

**I really enjoy (choose the thing you enjoy the most):**

Traveling and seeing new places



Using the latest technology



Working with my hands



Working in an office



Step 2 of 4

**The top priority for me in my work is:**

Competitive pay



Maximizing time at home



Working independently



Being active (not sitting all day)



Step 3 of 4

**I have a license and clean driving record:**

Yes



No



Step 4 of 4

**I consider myself (choose the one you identify with the most):**

Detail Oriented



Problem Solver



Adventurous



Good Communicator





# CHOOSE A ROAD TO A GOOD CAREER

Complete the quiz below to find out which career is the right fit for you.

## IT'S EASY TO GET STARTED

### EARN YOUR CDL

If you're at least 16 and have a valid Maine driver's license, you've already taken your first step. Giddyup.

GET STARTED

### SPEAK TO AN INDUSTRY INSIDER

Want to learn more? We'll help you get started.

CONTACT MMTA

**GO.**  
YOUR WAY.

EARN YOUR CDL

EXPLORE TRUCKING  
CAREERS

IT'S EASY TO GET STARTED >>>

GO >>>

GO >>>

GO >>>

<<< START OVER

SHARE THIS QUIZ <

# What Does the Future Hold?

- Consider taking GYW on the road to job fairs, high schools, and festivals/fairs – new MMTA position?
- Interactive video game, app, or virtual reality – for our audiences to see industry as “cutting edge”
- Analyzing future of MMTA’s Mobile Safety Unit

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**THANK YOU**

