Grant Amount: $1,789,970

Grantee: United Parcel Service of America (UPS)

Key Partners: University of Wisconsin, University of Georgia, Georgia State University, local workforce investment boards (WIBs)

Leveraged Amount: $20,536,648 in cash contributions

Location of Grant Activities: Nationwide, including Atlanta, Ga.; Chicago, Ill.; Houston, Texas; Los Angeles, Calif.; New York, N.Y.; Philadelphia, Pa.; and Seattle, Wash.

Challenge: Employers in freight transportation, warehousing, and logistics face challenges in attracting entry-level workers to join their companies. At the same time, there is a great need to train incumbent workers.

Addressing the Challenge: UPS will first work closely with key partners to conduct research on the most effective strategies for training younger members of the workforce, and develop a competency-based training program for Driver Service Providers. This training will focus on six key knowledge and skill areas, including customer relations, delivery and pick-up methods, and safety. Training features include: web-based courses to introduce key concepts and processes; instruction in safety, delivery and pick-up methods, and a computer-based driving simulation. This training program will include a registered apprenticeship program, as Driver Service Providers will need to attain certain key competencies. UPS will partner with local Workforce Investment Boards in selected areas to recruit new workers and provide assessment services.

Projected Outcomes:

- 10,000 Driver Service Providers will be served through the training program;
- A comprehensive, competency-based training program will be developed for Driver Service Providers;
- Models for safety simulation and gaming software that can be used to enhance the learning of younger workers;
- A Program Overview that provides a detailed description of the key elements of the training program and a summary of how UPS developed the program;
- A Replication Guide that identifies the key steps that other organizations could use to develop a comparable program; and
- Technology-based learning assessments.