

Award-winning publications and website

The Society for Technical Communication's Chicago chapter recently honored two CTRE publications with the award of Excellence and one website with the award of Distinguished Technical Communication.

The *LTAP Solutions* booklet is a promotional publication produced for the Local Technical Assistance Program (LTAP). The publication's primary audience is legislators and other potential funders of the program. The *Toolbox of Highway Safety Strategies*, a publication developed for the Iowa Safety Management System, provides policymakers with highway crash data that clearly define the problem and a set of tools for working with leaders in other disciplines to make measurable highway safety improvements.

The research section of CTRE's website (www.ctre.iastate.edu/research.htm) is supported by a Microsoft Access database maintained by administrative staff for tracking projects. Project web pages are served dynamically when a request is made through the web. Receipt of the "Distinguished" award means that this entry has qualified to compete in the national online communication competition.

This is the first time CTRE has entered this competition, and we are proud that all three of our entries received awards.

Recently completed research

Synthesis of Best Practices for Increasing Protection and Visibility of Highway Maintenance Vehicles and Workers, Ali Kamyab

Investigation into Improved Pavement Curing Materials and Techniques: Part 1, Kejin Wang

Road Equipment Procurement and Utilization Study, Ed Jaselskis

Synthesis of Dowel Bar Research, Max Porter

Temporary Speed Hump Impact Evaluation, Shauna Hallmark

Traffic Control Strategies in Work Zones with Edge Drop-Offs, E. Kannel

See details of these projects online at www.ctre.iastate.edu/research/complete.cfm.

Turning students on to transportation: A pilot program for recruiting high school students

Attracting young people to the field of transportation has become critical for maintaining and developing Iowa's transportation infrastructure. According to the National LTAP (Local Technical Assistance Program) Association, nearly half of the current transportation workforce may retire by 2010. Losing that expertise could be devastating.

To help counteract that loss, CTRE recently began a pilot recruitment program to promote transportation careers to high school students. The program has two tracks: one for professionals such as civil engineers and another for skilled workers such as technicians.

CTRE hopes that the pilot program will be the first phase of a multi-phase recruitment and retention project that may ultimately

include a summer internship program with city public works departments and county road departments and involve high school students from around Iowa.

Goals

The goals of this pilot program, which is being conducted with Ames High School and North High School in Des Moines, are to recruit high school students to participate in the pilot program and, thus,

- increase awareness of professional and skilled worker opportunities in transportation among high school students, their parents, and guidance counselors,
- enroll 1-2 high school students in a transportation-related program at Iowa State University (ISU) and/or Des Moines Area Com-

munity College (DMACC) in 2003.

Strategies

Pilot program strategies include

- organizing an advisory committee of stakeholders to provide direction
- coordinating and staffing a booth with current ISU and DMACC students and transportation professionals at North High School's and Ames High School's career days
- organizing a field trip to the Interstate-235 construction site in Des Moines to give students a close-up view of road construction work and a campus visit to either ISU or DMACC

If you have suggestions, please contact Michele Regenold at CTRE, 515-296-0835, mregenol@iastate.edu.



Debbie Witt, the student coordinator for CTRE's student recruitment program, arranged for the Iowa DOT's winter concept maintenance vehicle to be shown to students at North High School. CTRE's Dennis Kroeger came along to talk about the vehicle's special features.