The Center for Transportation Research and Education (CTRE) at Iowa State University is taking a new approach to student recruitment and outreach. CTRE is publishing a fun, free, online magazine for teens that explores the world of transportation (see www.go-explore-trans.org/).

Why transportation?

Many of the baby boomers in transportation will soon be retiring, opening up lots of non-exportable jobs and careers to a new generation. Unlike many other industries, however, the transportation industry tends to be invisible to teens and to the adults they rely on for career guidance.

Engineers, designers, planners, suppliers, manufacturers, environmentalists, accountants, writers, and all the other professionals and trades people who make transportation function tend to work outside the notice of most people. And Go! magazine plans to change that.

Why Iowa State University?

Iowa State University has a proud history connected to transportation. Anson Marston, after whom Marston Hall is named, led the development of the state agency that ultimately became the Iowa Department of Transportation.

Currently, Iowa State University offers a variety of educational and research opportunities for future transportation professionals across many disciplines, including engineering, logistics, community and regional planning, English, journalism, and graphic design.

About Go!

Each issue includes three feature stories related to an overall theme, such as winter work, and several rotating departments. Recent articles include

- A 14-year-old girl’s experience “driving” the Iowa Department of Transportation’s snowplow simulator
- The shipping process for millions of copies of the latest Harry Potter novel
- How the railroad companies instituted time zones in the 19th century
- What it’s like to drive a big rig from a woman’s point of view

Each issue also includes a “School spotlight” about a college or university with transportation-related programs and a “Mystery photo” contest. Guess the image and maybe win a Go! t-shirt.

Go! launched its first issue in January 2007.

Get involved with Go!

If you’d like to help shape Go!’s content, you could join the editorial board. Go!’s editor is always on the look out for fun new article ideas.

Or help spread the word. Do you know young people who would be interested in reading Go! or organizations that would be interested in supporting Go? 

To get involved, contact the editor Michele Regenold, 515-296-0835, mregebol@iastate.edu.