



Session 1- Always Be Recruiting

Created by the ABA's Women in Buses Council, Driving Force is a program designed to tackle the nationwide driver shortage by providing industry operators tips and tools to recruit and retain their most valuable asset: [Drivers](#)



Members of the Driving Force

James Blain, PAX Training

Erin Ducharme, Bloom's Bus

Adam Hall, Bridgestone Mobility Solutions

Brent Maitland, MCI

Pam Martinez, DATTCO

Mike McDonal, Saucon Technologies



Where can I find this information?

Hosted on ABA's main web page

www.buses.org

- Toolkit for Recruitment & Retention
- Universal Recruitment Video
- Past Webinars
- Tips on Recruiting & Retaining
 - All toolkit items posted here.
 - Many have a PDF printable sheet and editable format for your use.
 - The roadmap will serve as the overall guide.



TIPS ON RECRUITING & RETAINING DRIVERS

[Driving Force: Tips for Retaining and Retraining Your Furloughed Drivers for the Spring](#)

[Driving Force: The Importance of the Elevator Pitch](#)

[Driving Force: Creating a Great Job Listing is Important Part of Recruitment](#)

[Driving Force: Recruiting Tip: Conveying the Joy of Being a Professional Driver](#)

[Driving Force: Driver Recruitment Video](#)

What has Driving Force been up to?

- **Presented at Marketplace and State Associations Meetings**
- **Hosted webinars for National & State Associations**
- **Produced a universal video to encourage motorcoach and school bus driving as a career choice**
- **Created a Toolkit focusing on Recruiting and Retaining Drivers**
- **Created 2 Surveys to focus attention on current state of industry**
- **Send ABA members emails tips and techniques**
- **Work with Operators to Create Case Studies**
- **Featured in an article for Destinations Magazine**
- **Held Roundtable Discussions with Operators**



Steps to prepare for recruiting and retention

- ✓ Review the roadmap and toolkit
- ✓ Customize to your company
- ✓ Engage leadership
- ✓ Culture Check (See right)



Roadmap for Recruiting & Retention

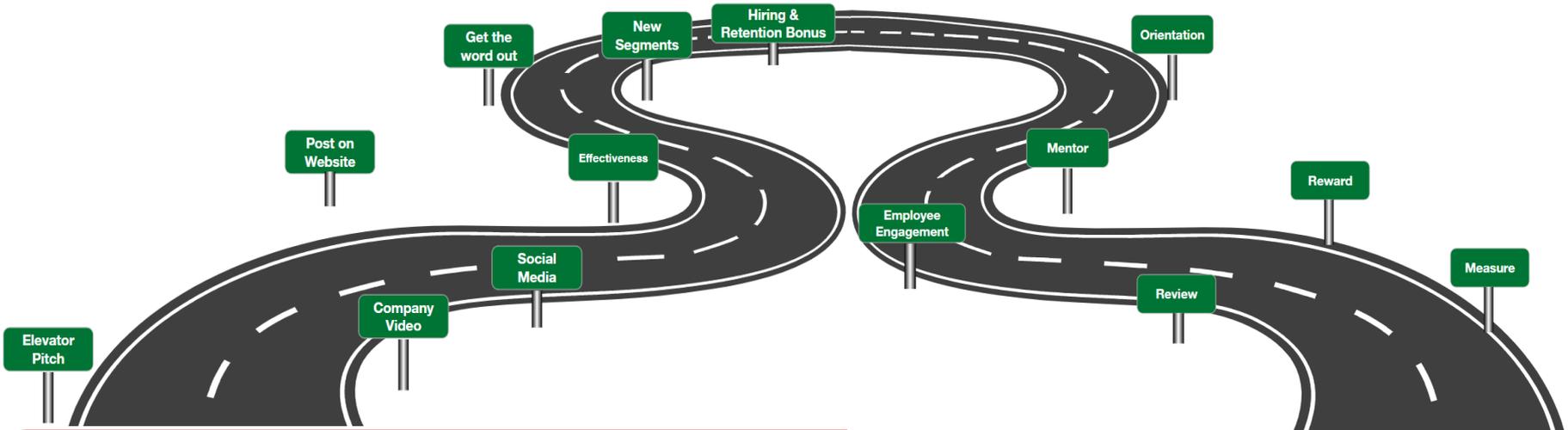
Culture is Critical

- ✓ Develop & showcase your company values
- ✓ Show employees you care
- ✓ Treat employees fair and with respect
- ✓ Provide a safe work environment
- ✓ Maintain a positive perception of the Company in the Community

RECRUITING



RETENTION



The Recruiting and Retaining Roadmap will Enhance Your Most Valuable Assets – Drivers!

Part 2 - Build a Better Recruitment Plan

**Monday February 6th
9:30am-10:30am
Huntington Place, Room 330A**

Join us tomorrow for a small group session led by the Driving Force. We will help you develop an action plan to take back to the office.

**Topics will be:
Job Listing & Indeed
Interview Questions
Selling Points of Your Company
Importance of Speed**



Survey Questions

🌐 When poll is active, respond at Pollev.com/brentm745 📺

📧 Text **BRENTM745** to **22333** once to join



Live Roll Results



Compensation

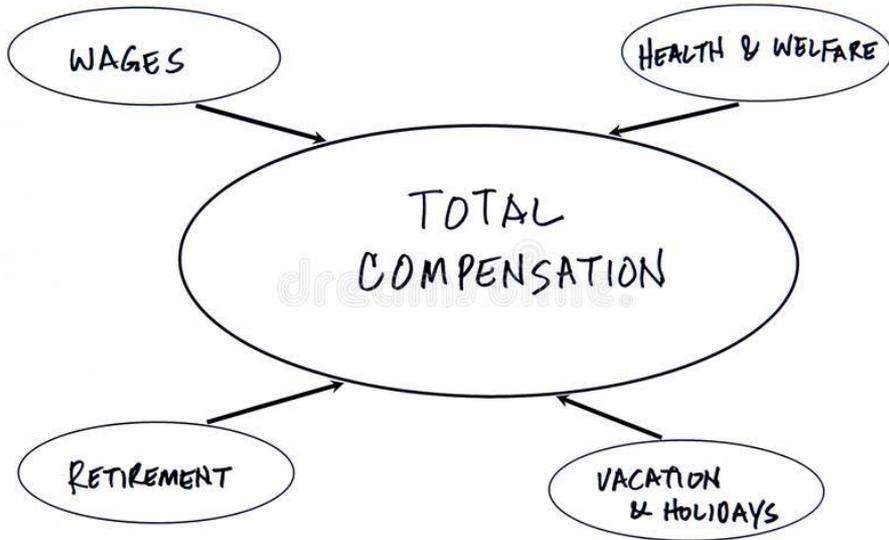


How Do You Advertise Compensation?

- Hourly Rate
- Daily Minimum
- Weekly
- Annual
- Include Benefits



Total Compensation Package



What is a Total Compensation Package?

A total compensation package is the combined amount that an employee makes. It includes salaries, bonus, vacation pay, sick pay, 401k, benefits, and employee perks such as free coffee, uniforms and cell phone plans.

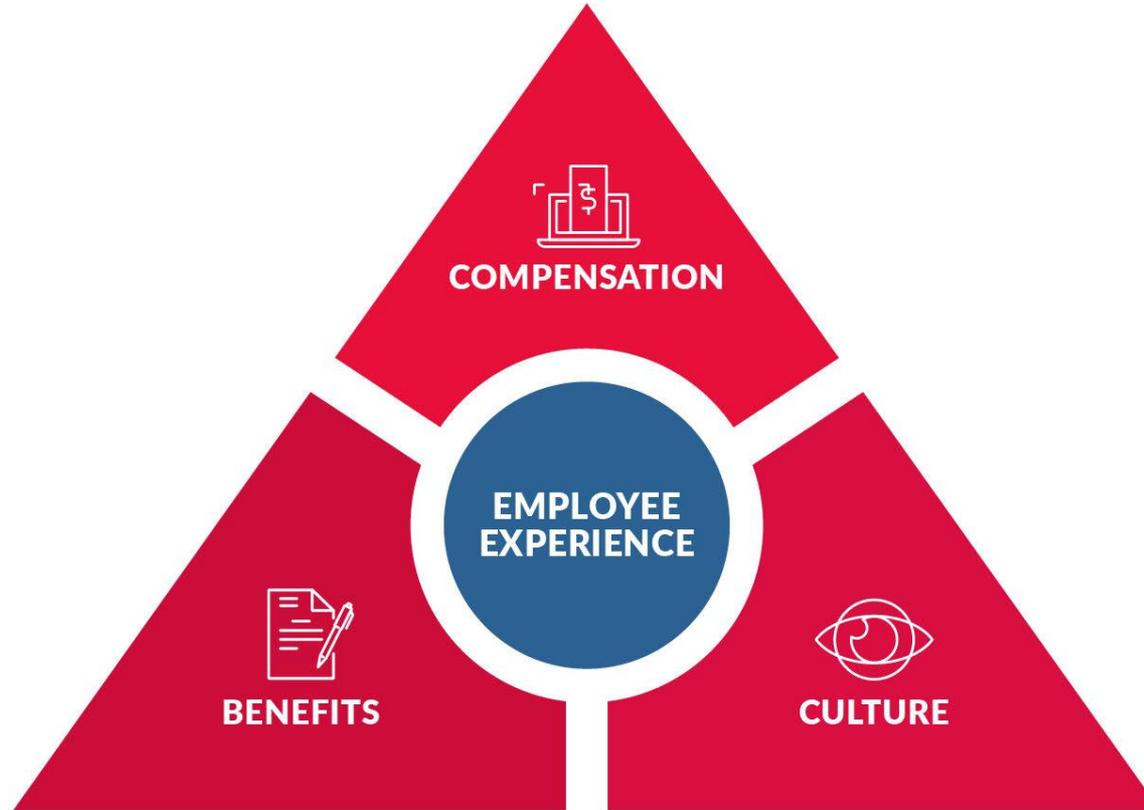
Total Compensation is sometime referred to as Total Rewards when including perks.

Indirect benefits include career development, discounts, wellness programs and flexible work schedules.

Tip- Create a Total Compensation Package document to present at interviews to potential employees.



Why is Total Compensation Important?



What is best thing about working for your company- your why

Business culture makes up the “personality” of a company and defines the work environment.

It is the set of behavioral and procedural norms that can be observed within a company — which includes its policies, procedures, ethics, values, employee behaviors and attitudes, goals and code of conduct.



- Culture is driven by owners and executives of the company. They should be engaged and in front of new hires. Think of it as a top down approach.
- Make your employees feel that what they do matters to you.
- Culture needs to be reinforced constantly – Print, training, communication.
- Culture is at the core of your success or lack of success.



What is best thing about working for your company- your why

Determine Your Why

- Take time to find out how an employee would answer this question
- Don't make assumptions
- Conduct Stay Interviews
- Develop a Driver Committee
- Host a Town Hall
- Identify Toxic Management or Employees



What is best thing about working for your company- your why

Showcase your Why on Social Media and Website

Examples of your Why:

- Visit New Places- Go to water parks, zoo, athletic events
- Have New Experiences
- Home Every Night
- Work/Life Balance
- Flexibility
- Set Schedule or Advance Notice Of Schedule
- Treated as Family or a Member of the Team
- Pay Structure
- Take Your Kids to Work with You
- Employee Events

**CHOOSE A JOB YOU
LOVE, AND YOU WILL
NEVER HAVE TO WORK
A DAY IN YOUR LIFE.**

CONFUCIUS

CONFUCIUSANDCONFUCIANISM.COM



Applicant Tracking System- What does it do for you?

- **Different Systems have different features**

- **Find a system that meets your needs**

- **Benefits of a Applicant Tracking System**

- Saves Time & Resources
- Manage Candidates in One Place
- Ease of Posting Jobs
- Provides visibility-Multiple people within the Company can have visibility
- Who applied, have they applied previously or for multiple positions
- Compliance

- **Provides a means for measuring**

- **Streamline onboarding**



Back to Basics- If resources are limited what should you do

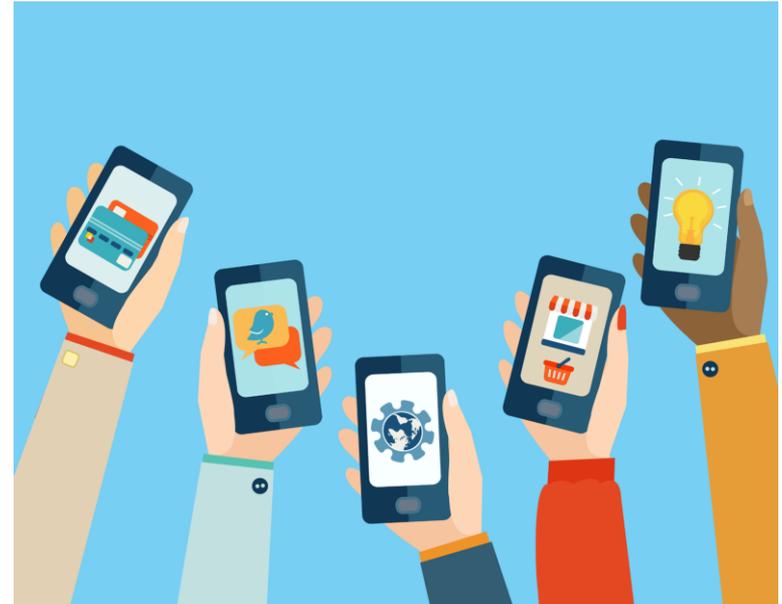
- Develop and practice your elevator pitch
- Produce your company video with a cell phone or tablet and distribute it on social media
- Have a great story to tell and back it up with a great culture with your interactions with potential employees
- Work with current employees and ask them what they like about your company and what they would tell others that may be interested in joining your company
- Have your equipment and facility look appealing and welcoming to potential employees
- Develop a mentor program with your trusted senior staff to train new employees and further develop current employees
- Be active and visible in your community
- Recognize your company and employee success and milestones on social media as well as your local news outlets
- Partner with local law enforcement and public service groups to recruit their trained employees with flexible work schedules
- Partner with local trade schools and community colleges that offer commercial driving and or technician programs
- None of these tips cost any money , just a little extra work
- You may have fun while doing these !!!



Application Process Do's

Understand how to make the application process easier and as smooth as possible

- ABSOLUTELY make sure your application is smartphone compatible-you may miss out on a large number of potential applicants.
- Simplify your application-get the basic information, you can flush everything out at, or after, the interview. Right now the goal should be to get potential drivers/employees in the door.
- Create an application that flows in a way that makes it easy to fill out. Allow for multiple choice wherever you can.
- Make sure your process allows for mobile uploads or provides a link to upload resumes or other pertinent documents.



Application Process Do's

Understand how to make the application process easier and as smooth as possible

- FOLLOW-UP, FOLLOW-UP, FOLLOW-UP!!! Text, call or email the same day if possible, follow up within 24 hours. Text is now most preferred method in today's market.
- Set a Schedule on the application of when the applicant can expect to be contacted.
- Allow for feedback to make your process even better.
- Choose the right person to make first contact with a potential employee. Applicants are evaluating your company. Make your best first impression.



Driving for RACING to recruit more talent

A recruiting funnel is a key part of your hiring process moving from potential hires to new employees. Key steps to get us RACING to new employees are below.

Readiness

- Be **READY** to change what you are doing. You have to be different and sell the position

Awareness

- Make more people **AWARE** that you have jobs available

Consideration

- Increase the number of candidates that **CONSIDER** your position

Interviews

- Expedite the **INTERVIEW** to get more people to show up

Nice offer NOW

- Move quickly to a **NICE OFFER**

Go quickly to Onboarding

- Onboarding, Orientation and training will help solidify new hire and build the bases for a long-term employee

Full details are within the Driving Force Toolkit. The RACING key step will help address the most critical concerns faced by operators today.

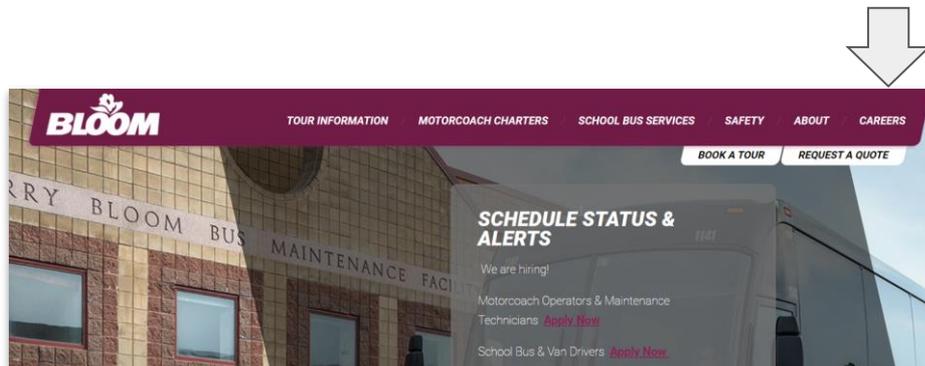
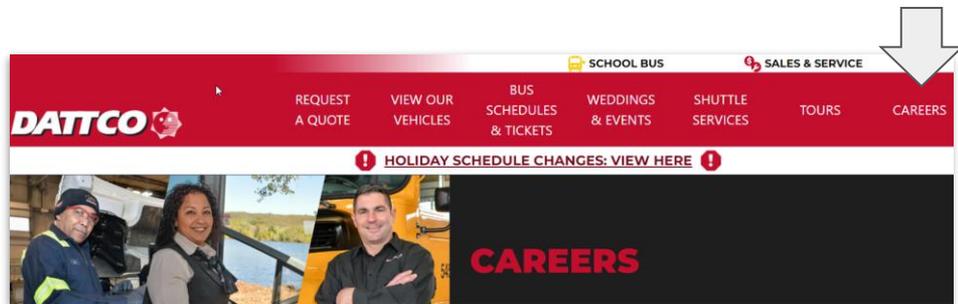


Career “Web” Page

The career page is your company billboard and like a job posting should be designed to appeal to potential drivers.

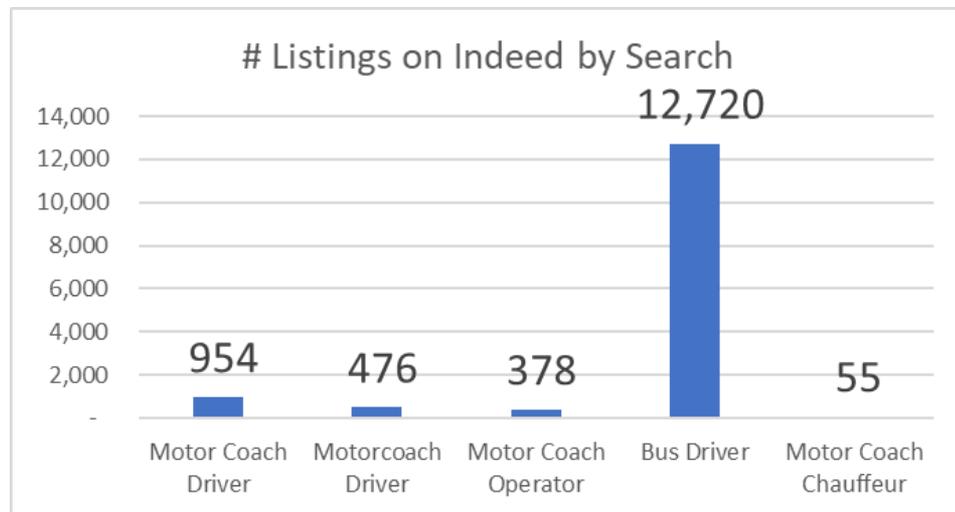
Key elements should include:

- Make careers easy to find on your page, ideally on the top navigation bar
- Overview of the company, culture and benefits - Link to the Why?
- Application or links to online postings on job boards such as Indeed
- Make applying EASY!!!
- Include resources such as company video
- Be consistent! The same text should be on the home page and posting
- Highlight news, awards, story that are appealing
- Optimize for web search
- Review often to make sure everything works



Observations from Indeed Job Search

- About 150 operators have listing that show up under common searches. Is everybody using the tools?
- Driver is a more common term than Operator or Chauffeur
- Many titles are too long or not clear
- Large range of how people show pay ranging from daily, hourly to annual including benefits and tips
- Wide range of benefits listed
- “Coach” as a search term brings up coaching jobs, vs. drivers.
- Company ratings are highly variable and some poor and appear unmanaged
- Only one of 14 sampled mentions tips as part of earnings



Job Boards vs Recruiting Companies

The key difference between a Job Board and recruiter is that job boards are places where you post a job where a recruiter will typically hand pick candidates and do pre-qualification work for you.

Job Boards

- Serve as a job directory or listing site
- Typically offer pre-screening questions
- Often will post to other job board or job sites
- Are typically cheaper than using a recruiter
- Require you to sort through application and contact candidates

Recruiting companies

- Allow you to outsource part or even most of your hiring process
- Will typically both find and screen your applicants
- Will either write or help you fine-tune job descriptions
- Are generally more expensive than job board



How to create QR Codes & Other Free Resources

The best way to think of a QR code is as a link to a website or action. The QR code itself is just instructions on what action to take that only smart devices understand. There are generally 2 ways that a QR code can be created.

Using a QR generating app or program

- Creates a QR code that links directly to whatever website or action you are assigning it.
- Is permanent and cannot be changed once created.
- Will continue to work indefinitely.
- You normally only pay to buy the app or program once.

Using a service provider

- Creates QR codes that send the user to their service & then routes them to the final website or action
- The website or action taken can generally be updated after the QR code is created
- These services typically have a monthly subscription fee
- Your QR codes will typically stop working if you cancel with the service



An example of a QR code made with the generating app iQR that send you directly to <https://www.buses.org/?/about/drivingforce>



Driving Force- Other Resources Available

Recruiting & Retention Toolkit

RECRUITMENT

[Elevator Pitch](#)

[Messaging](#)

[Creating a Hiring Video](#)

[Crafting a Job Listing](#)

[Using Your Website](#)

[Posting Jobs on Social Media](#)

[Listing on Hiring Websites](#)

[How to Effectively Recruit](#)

[Racing to Recruit](#)

[Targeting New Segments](#)

[Getting the Word Out](#)

[Hiring & Retention Bonuses](#)

RETENTION

[Introduction](#)

[Orientation and Onboarding](#)

[Assign Mentors](#)

[Communication Plan, to Promote Great Culture](#)

[Provide Performance Feedback](#)

[Celebrate Success](#)

[Measure, Analyze, React & Repeat](#)



Part 2 - Build a Better Recruitment Plan

Monday February 6th

9:30am-10:30am

Huntington Place, Room 330A

Join us tomorrow for a small group session led by the Driving Force. We will help you develop an action plan to take back to the office.

Topics will be:

Job Listing & Indeed

Interview Questions

Selling Points of Your Company

Importance of Speed





Questions?





The Force is Always With You
buses.org/drivingforce



Have an idea or want to share feedback? Email drivingforce@buses.org