Promoting career opportunities by connecting students and educators with the people, equipment and companies that work in crane, rigging, and specialized transportation.

**What:** Hands-on, interactive career exploration field day. Students rotate through series of 10-12 stations where they see demonstrations and participate in activities.

*Tip: Objectives of stations to convey essential skills in the context of the industry. (Source: [https://www.onefuturecv.org/](https://www.onefuturecv.org/)]*

- Communication
- Critical Thinking & Problem Solving
- Creativity, Initiative, Innovation
- Collaboration & Teamwork
- Emotional Intelligence Skills
- Workplace Context & Culture

**Who:** Members of the Specialized Carriers & Rigging Association invite High School Seniors, Juniors, Sophomores and Post-Secondary Students for one-day event. Market only to students who are within 90 minutes travel distance from your location.

*Tip: Seek partnerships with:*

- Schools that have Career and Technical Education programs that align with your industry.
- Community Colleges, Technical Schools
- Chambers of Commerce with Workforce Development or School to Career initiatives.
- State Directors for SkillsUSA and Association for Career and Technical Education

**Where:** Hosted on location at a crane/rigging/transportation company’s yard.

*Tip: Make use of existing facility and equipment.*

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**FACT SHEET**

15 Events since 2015

**Average Event Size**

- 15 Schools
- 40 Educators
- 300 Students

**Geographic Reach**

- California
- Florida
- Illinois
- Indiana
- Louisiana
- New York
- North Carolina
- Ontario
- Oregon
- Texas

“We talked to lots of young adults who were not aware about the multitude of career opportunities in the heavy transport and rigging world. It was exciting to introduce them to new professional possibilities that exist and aren’t universally recognized. Other students surprised us with their knowledge of hydraulics, electronics and physics principles, which opened our eyes to the possibility of a student co-op or young hire in the future.”—Janine Smith, Vice President, Hydra-Slide Ltd., Guelph, Ontario
When: No less than 6 weeks after start of academic school or before end of academic school.

Tip: Start making school contact(s) immediately:

- When possible, meet with administrators, school-to-career counselors.
- Ask for referral to high schools with CTE programs and tech schools and colleges in surrounding areas.
- Identify potential conflicts with state or standardized testing schedules, teacher in-service days, end of quarter or semester exams.
- Ask schools to RSVP to confirm and hold their spot at your event.

How: Partner with other association member companies or related businesses to provide volunteer staffing, equipment, and financial support. Engage employees, empower them to share their personal career journey.

Tip: Plan ahead for follow up engagement, such as internship program, job shadow experience, after hours parent/student tour, etc. Choose engagement at all levels of the Work Based Learning Continuum. (Source: Ford Next Generation Learning)

The Bigger Picture: Form strategic alliances and partnerships to promote training, financial assistance, and curriculum development. Examples include unions, CTE organizations, and foundations, such as SC&RF.

“Lift & Move USA was an awesome day! Our students truly benefited from the event, which reinforced how we should be approaching students seeking alternatives to the ‘traditional’ college route. On the bus ride back and again the next morning, our students were still talking about the exhibits and career ideas. I even made a connection for obtaining CTE school credit for our students in heavy equipment certifications” –David Chatterton Sr., Assistant Principal, Union Grove High School, Gladewater, Texas