



## **Driver Recruitment, Retention and Training Resources Abound**

June 15, 2023: In this edition of Spotlight, we feature several of the concrete industry's recruitment, retention and training resources, many of which are new, recently revamped, or are soon-to-be-released. Recruitment, particularly of drivers, has long been a challenge for the concrete industry and both the Concrete Advancement Foundation (CAF) and the National Ready Mixed Concrete Association (NRMCA) have responded to help the industry overcome these obstacles.

**Skate4Concrete** – Earlier this year, the CAF released the [Skate4Concrete](#) program designed to help young people draw a connection between one of their favorite activities – skateboarding –and concrete. The [Skate4Concrete](#) website offers a variety of resources, including videos, information on careers and internships, links to jobs currently available, details on a high school certification program and, for companies, a media kit to help you get started.

**Revamped Concrete Delivery Professional (CDP) Certification Program** – When NRMCA released the first CDP certification program almost two decades ago, it was state-of-the-art then. As times, and the way drivers learn, change, so changed the [CDP certification program](#). Unveiled earlier this year and funded in-part by CAF, the brand-new certification, now available entirely online, offers the exceptional flexibility to work on the program entirely at their own pace. The training has also been gamified to broaden appeal to younger drivers who grew up playing video games. The completely revamped curriculum also meets new industry codes and standards. Visit NRMCA's [CDP Certification](#) page to learn more.

**Deliver Your Future** – In one of its most exciting projects to-date, NRMCA has released the [Deliver Your Future program](#). Deliver Your Future offers NRMCA members wide-ranging resources to help concrete producers attract drivers to their companies and for potential drivers to match up with job openings in their area. Visit the [Deliver Your Future Website](#) today.

**Transforming the Role of the Concrete Delivery Professional** – CAF is again teaming up with the MIT Concrete Sustainability Hub to more closely examine the motivations for drivers to stay at or leave their jobs. They are also researching how innovations in technologies and operations may change driver recruitment, retention and productivity.

The final report is expected later this year and a webinar on current findings is planned for Thursday, June 29, 2023, at 11:00a.m. EDT.

**Driver Recruitment Videos and Radio Spots** – In an effort to help ease the driver recruitment issue early on, the Foundation funded the development of three driver recruitment/onboarding videos – 9minutes, 2.5 minutes and a 30 second promo video – and two radio spots, all of which are available from the [Foundation's YouTube page](#).

**Online Safety Series** – Training, particularly in the area of safety, is vital to the success of ready-mix businesses across the country. CA partnered with NRMCA to develop a series of safety videos that may be accessed online and that provide automatic proof of training once the employee passes a 10-question quiz. The topics are wide-ranging with many titles appropriate for both drivers and others working at the plant. A new video on jobsite safety is expected soon. Visit [NRMCA's online safety series page](#) for more information.

*For more information on the work of the Concrete Advancement Foundation, please visit [www.concreteadvancement.org](http://www.concreteadvancement.org) or contact Julie Garbini. For more information on NRMCA's resources, please visit [www.nrmca.org](http://www.nrmca.org).*