

The image shows the front of a yellow school bus. The words "SCHOOL BUS" are printed in large, bold, black letters on a yellow rectangular sign mounted on the front. On either side of the sign are pairs of red headlights. Below the sign, the windshield and wipers are visible. The entire image has a dark, semi-transparent overlay.

SCHOOL BUS

2018 ANNUAL CONFERENCE

RECRUITING AND RETAINING QUALITY TRANSPORTATION STAFF

DRIVERS NEEDED

A photograph of a man and a woman inside the cockpit of a school bus. The man, on the left, is wearing a grey short-sleeved button-down shirt with a name tag that says "BERT" and glasses. He is leaning forward, looking at the woman. The woman, on the right, is sitting in the driver's seat, wearing a grey t-shirt and a black skirt. She is holding a steering wheel and looking out the window. The background shows a parking lot with several yellow school buses. The image is dimmed and has a dark overlay.

RECRUITING: DRIVERS, MECHANICS & SUPPORT STAFF

ADVERTISING IDEAS

RECRUITING/REFERRALS IDEAS

MEDIA IDEAS

HOLDING SCHOOL BUS TEST DRIVES?

A woman with blonde hair and glasses, wearing a black t-shirt with a graphic and blue jeans, stands smiling in the open doorway of a yellow school bus. The bus is parked on a paved surface, and the scene is captured in a dark, low-key lighting style. The bus has several windows along its side and a license plate area with the number '56' and 'CAP 72'.

PROCESS OF HIRING

APPLICATION PROCESS

BACKGROUND CHECK PROCESS

PHYSICAL PROCESS

FINGERPRINTS PROCESS

THOUGHTS ON STATE & FEDERAL STANDARDS



RETAINING DRIVERS, MECHANICS & SUPPORT STAFF

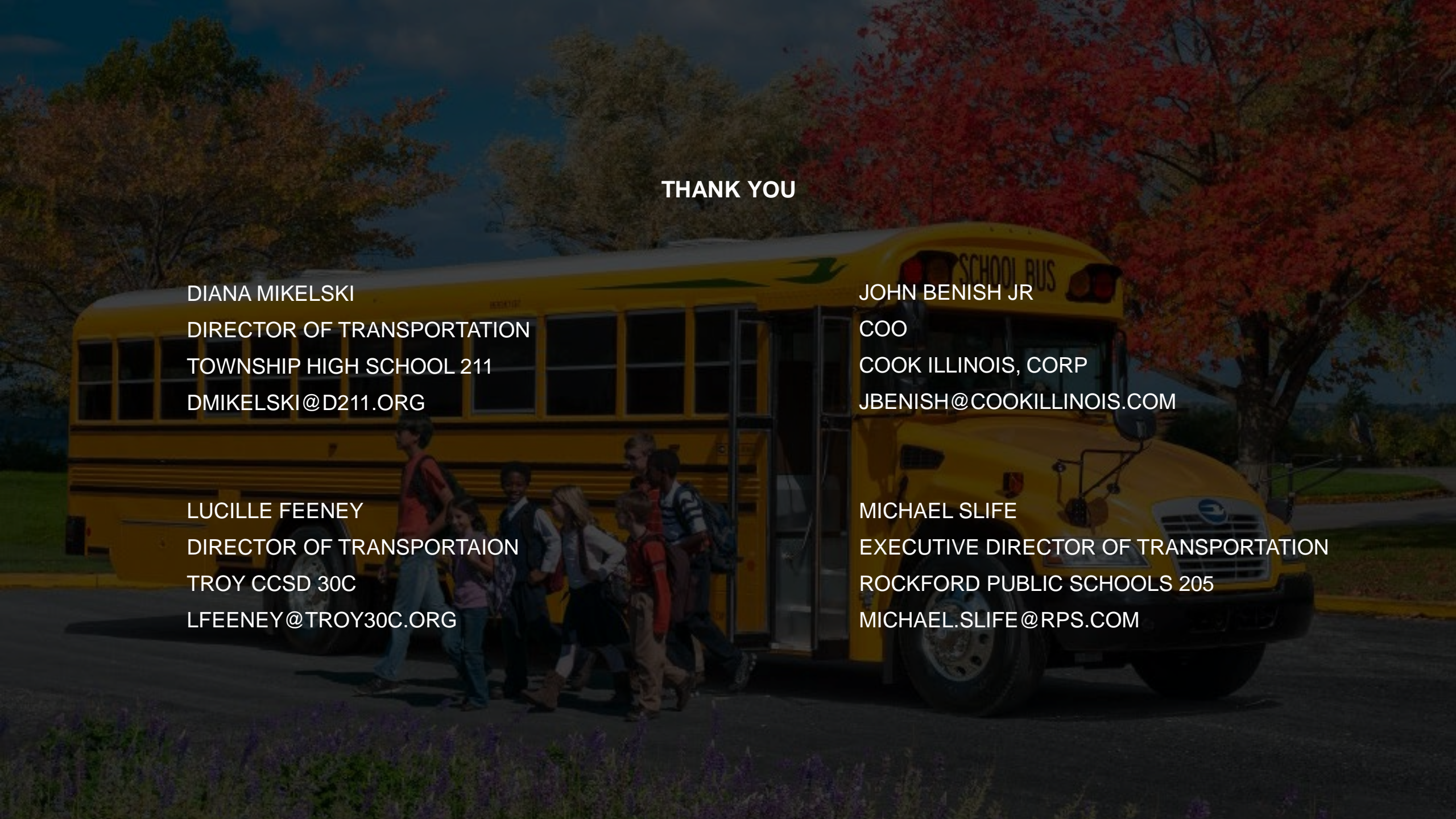
PAY

HEALTH BENEFITS

BONUSES

STAFF INCENTIVES

EQUIPMENT: AGE/SAFETY



THANK YOU

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