TRUCK SAFETY EDUCATION AND AWARENESS CURRICULUM
Module Development and Deployment Project

Project Collaborators: Team Safe Trucking and the Wood Supply Research Organization

Lead Institution: Team Safe Trucking

Duration of the proposal: 6 months

Budget: $25,000
Background

Team Safe Trucking (TST) is a broad based, non-profit volunteer group seeking to elevate the standard and performance of the American forest industry’s log trucking sector, which organizers believe is the most serious issue confronting the wood fiber supply chain. Since 2015 TST has done much to raise the awareness of the challenges facing the sector. In an effort to proactively address some of them, TST has set a goal to develop a training curriculum that could positively impact safety, driver quality and the cost of truck insurance. An initial outline of a curriculum has been developed along with some prototype modules for its deployment. Deployment schemes and awareness programs regarding this specific training program have been discussed.

While progress is being made, it is believed that the dedication of a full time human resource to the training program development and deployment effort is needed to move the project forward in a time frame that truly addresses the challenges before the log trucking sector. This proposal seeks to address this need.

Objectives

Goal: To develop broadly applicable log truck safety and awareness training modules and mechanisms for their deployment & marketing to field operations.

Specific objectives:
1. Review and modify, where appropriate, the current proposed curriculum.
2. Develop a series of efficient, effective truck operator awareness training modules.
   a. Modules will be accessed
      i. Online self-study
      ii. Online Webinar
      iii. Classroom setting delivered by qualified instructor
3. Review options, make recommendations and facilitate the deployment of completed portions of the curriculum.
4. Release as many modules as possible during the specified funding period. To be negotiated.
5. During development and deployment period work to develop consistent communications strategy around this TST program to ensure that all who need to use it, know about it.
Objective 1:
- Hire / commission a qualified individual to devote full time effort to this project
- Solicit both TST and WSRI board for recommendations of people they may see as good fit
- Post job online and throughout Forestry specific publications

Description of activities to be conducted:
- Advertise, evaluate and select

Expected outputs:
- Person on-board by 3/23/2018

Objective 2:
- Review, develop and deploy curriculum and training materials.

Description of activities and methods:
- Aggregate existing modules, solicit input from key players in industry on future topics
- learn administration of software to manage/maintain both the class material and the website where it will be deployed

Expected outputs:
- 4-5 Large Modules completed that are made up of roughly 4 sub-topics, each of which will have the ability to be shown on their own
- Aggregate topics for future curriculum and develop roadmap/timeline to achieve future module goals

Objective 3:
- Develop consistent communication strategy to ensure that all people in the Forestry Industry are aware that this program exists

Description of activities and methods:
- Develop skills to be able to market program across all digital and print media

Expected outputs:
- Communication Schedule developed for the coming year detailing all levels of communication TST is to disseminate regarding this program
- Develop a “system” for how TST will communicate so that it can be easily replicated
Summary of deliverables:

- 4-5 Large Modules completed that are made up of roughly 4 sub-topics, each of which will have the ability to be shown on their own
- Aggregate topics for future curriculum and develop roadmap/timeline to achieve future module goals
- Communication Schedule developed for the coming year detailing all levels of communication TST is to disseminate regarding this program
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Proposed timing and duration

The period of funding from WSRI specific to this proposal will be 6 months. The timeline of the project is shown in Table 1.

Table 1. Project time line

- Agreement signed – February 15, 2018
- Personnel identified and onboard – March 23, 2018
- Curriculum fully reviewed – April 15, 2018
- Communications System Finalized – April 30, 2018
- Communication Schedule Completed for 2018 - 1st half 2019 – May 15, 2018
- Modules 2 through 4 developed – May 15, 2018
- Future Module/Curriculum list Assembled – June 15, 2018
- Modules 5+ developed and deployed – September 15, 2018

Cost

Table 2. Budget for the proposal

The contribution from WSRI to meet the objectives of this proposal will be fixed at $25,000. The money will be paid in equal monthly installments during the period of the project. The budget justification is as follows:

- Personnel expenses: A full time human resource will be hired / commissioned to work under the direction of Team Safe Trucking, Inc. and its designated Board Member in charge of this project. Initially this will be Jeremiah O’Donovan.
- Materials etc.: Items such as software, office space and supplies, communications support, etc.