



Educator instructions:

Ask students what first comes to mind when they think about Advanced Transportation & Logistics
What kind of jobs are involved?

Explain to students that Advanced Transportation & Logistics is a fast-growing industry in Northeast Florida and one that offers them a lot of opportunity and career advancement in all pillars of logistics which includes air, rail, maritime and highway.

Share the website, earnup.org. Move the mouse to Career Pathways and scroll down to Advanced Transportation & Logistics. Click on it. That will bring you to the Advanced Transportation & Logistics subpage.

Distribute the questions to students, share on your computer screen—whatever method works in your classroom environment. Then, Click on the 1:24 video on the right-hand column of the earnup.org website. Show the video. Then, guide students through the questions below. Ask for their response as well as their reaction to this information.

Q 1 What did you learn about JAXPORT?

Q 2 What are some of the job titles in this industry?

Q 3 Name a Fortune 500 company in the region in Advanced Transportation & Logistics?

Q 4 Name some top employers in Advanced Transportation & Logistics in the region?

Below the video, you will see a carousel of clickable links to various employers shown in the video. Take a suggestion from the class. Ask a student to navigate the website, look through their site and discuss what companies ship/means used to move products/goods, how they use technology (this may also require a Google search), and explore any open careers they may have. Ask students if, after the video, they have a better idea about why Jacksonville is considered Northeast Florida's Logistics Center.