

Get on Board

Alberta Employment and Immigration, Alberta Education, Alberta Transportation and the school-bus industry collaborated on implementing Recommendation #5 of the School Bus Safety Report to “recruit and retain qualified and skilled bus drivers”.

The Get On Board campaign is a partnership between Alberta Employment and Immigration and the Alberta Student Transportation Advisory Council (ASTAC). The campaign is comprised of three Steps designed to attract qualified and skilled bus drivers:

Step 1

The Get On Board Tour was launched. Trained school-bus representatives travelled around the province to special events in a Get On Board vehicle decorated like a school bus to raise awareness of the occupation, reminding Albertans about the valuable role school-bus driver’s play, and encouraging Albertans to consider careers in student transportation.



Photo: Jeep Patriot decorated as a mini-bus.

Step 2

The Get On Board Contest was developed. The province-wide contest invited students to design and produce print, audio and video advertisements featuring one or both of the campaign’s two themes: • *We need school bus drivers* • *We love school bus drivers*.

Step 3

The Get On Board Toolkit was produced. The toolkit is an online School Bus Driver Human Resources toolkit available to all Alberta school divisions and school-bus driver coordinators. The toolkit will also be a place where members of the public can go and learn more about becoming a bus driver. For more information on the Toolkit, click on Toolkit on the www.astac.ca web site or contact the Alberta Student Transportation Advisory Council at 780 963-4796.