

TRUCKLOAD ACADEMY CERTIFICATES



**TRUCKLOAD
CARRIERS
ASSOCIATION**



Truckload Academy, in its mission to expand accreditation programs and professional development opportunities, has launched three new certificate programs: Human Resources, Recruitment, and Retention.

Human Resources Certificate

The Human Resources Certificate will provide learners with training in three key subject areas: Operations, Recruitment and Retention, and Legal. The comprehensive training program includes the following topics.

Operations (HR-OP)	Recruitment and Retention (HR-RR)	Legal (HR-L)
Leadership	Talent Acquisition	Employment and Labor Law
Ethical Practices	Employee Engagement	Regulatory Compliance-U.S. Only
Talent Development	Training and Training Program Development	Insurance
Financial Practices	Employee Relations	
Communication	Health and Wellness Programs	
Organizational Effectiveness and Development		
Workforce Management		

Note: No more than 15 CE credits can be earned from each of the three domains.

Recruitment Certificate

The Recruitment Certificate will provide learners with training in three key subject areas: Driver Recruitment, Workforce Recruitment, and Hiring Legal Challenges. The comprehensive training program includes the following topics.

Driver Recruitment (REC-DR)	Workforce Recruitment (REC-WR)	Hiring Legal Challenges (REC-HLC)
The Screening Process	Branding	The Interview and Screening Process
Diversity Recruiting	Search Engine Marketing	Employment and Labor Law
Recruiting and Retaining Owner Operators	Social Networking	Regulatory Compliance in the Hiring Process- U.S. Only
Recruiting Owner Operators vs. Company Drivers	Internet and Mobile Recruiting	Pre-hire Process vs. Post-offer Inquiries
Working Leads		
Sourcing Drivers		
Establishing Rapport by Phone		

Note: No more than 15 CE credits can be earned from each of the three domains.

Retention Certificate

The Retention Certificate will provide learners with training in two key subject areas: Increasing Driver Retention and Employee Engagement. The comprehensive training program includes the following topics.

Increasing Driver Retention (RET-IDR)	Employee Engagement (RET-EE)
Preparing New Drivers for their First Week	Compensation and Benefits
Understanding Why Drivers Stay	Contests and Incentives
Working with the Sales and Marketing Department	Internal Promotion and Advancement
Aligning with the Operations Department	Communication Practices
Re-engaging Drivers that Did Not Sign On	
Building a Lasting Relationship	

Note: No more than 20 CE credits can be earned from each of the two domains.

CERTIFICATE PROGRAM REQUIREMENTS

- 40 continuing education (CEU) credits. Using a 60-minute hour, one contact hour equals one continuing education (CEU) credit. Learners self report CEUs using TCA's **Report My CEUs** tracking tool.
- Candidates have two years to earn their certificates.
- At least 5 of the 40 CEU credits needed to earn a certificate must be earned by attending a live TCA event such as a webinar or in-person meeting.
- Candidates must participate in training related to each of the certificate domains, also referred to as tracks.
- Any course or training event can count toward CE credit for one certificate program or renewal of a certificate program. For example, a webinar on driver retention that is approved for CE credit for the Fleet Manager Certificate Program can also be used for CE credit for the Retention Certificate.
- No course or training event can count toward more than one certificate program. For example, a webinar on recruiting and retaining diesel technicians cannot be used as CE credit for both the Recruitment Certificate and the Retention Certificate. It can only be applied to one of them.

EARNING CREDITS BY ATTENDING LIVE EVENTS

Conferences and Meetings

The number of credits you can earn by attending the following meetings will be calculated when the programs are determined.

- Annual Convention
- Safety and Security Division
- Independent Contractor and Open Deck Division Meetings
- Refrigerated Division Meeting

Truckload Academy Webinars

Virtual and interactive, webinars educate industry experts on a variety of timely topics.

Check out TCA's [EVENT CALENDAR](#) for upcoming conferences, meetings, and webinars. [Click here to view the calendar.](#)

EARNING CREDITS ON TRUCKLOAD ACADEMY ONLINE LEARNING CENTER

Truckload Academy has an online learning center that offers training on your time and at your convenience. A library of recorded sessions from recent conferences, meetings, and webinars gives you a variety of sessions from which to choose. [Check out Truckload Academy Online Learning Center.](#)

ENROLL TO PARTICIPATE

Begin the process of earning your certificate by visiting the TCA Marketplace and pay the \$25 processing fee for TCA members and \$50 for non-members.

To register for the Truckload Academy Human Resources Certificate, [click here.](#)

To register for the Truckload Academy Recruitment Certificate, [click here.](#)

To register for the Truckload Academy Retention Certificate, [click here.](#)



FOR MORE INFORMATION

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