**Project 6 - IFDA PROJECT**

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Project Abstract:

IFDA is the premier trade association for the foodservice distribution industry, contributing to the growth, development, and success of the foodservice distribution industry through advocacy, events, research, and education. Their members anecdotally report recruiting challenges in developing sufficient pipeline of qualified external candidates to keep up with their workforce demands in warehouse and commercial, interstate truck driving job families.

IFDA endeavors to develop a deeper, qualitative and quantitative understanding of why target candidates apply for their or other positions, what the key influences are in driving candidates to applications, and what potential remediations are possible for attracting additional candidates to member jobs and careers in order to become the premier destination industry of choice for job-seekers.

In this proof-of-concept project, students will engage with IFDA and a subset of IFDA members in a multi-phased approach to gather and analyze relevant information in conjunction with analyzing demographic and compensation data sets, some provided by IFDA and some publicly available from the US government (e.g. Bureau of Labor Statistics) and propose a roadmap and needs assessment for improving recruitment and retention.

This project includes extensive client-facing work during core hours of business, EST. Preference for students in Eastern and adjacent time-zones, for scheduling meetings with IFDA partner executives.