



TRANSPORTATION INSTITUTE

WORKFORCE TRAINING | COMPLIANCE EDUCATION | EMPLOYER PARTNERSHIPS

Freight Dispatching Curriculum and Partnership Brochure

An eight-week workforce development program built for real transportation work, measurable participant progress, and two practical pathways: employment or entrepreneurship.

8 WEEKS

STRUCTURED CURRICULUM

5

CREDENTIALS

VIRTUAL

INSTRUCTOR SUPPORTED

OJT

HANDS-ON EXPERIENCE

Designed for workforce organizations, colleges, nonprofits, reentry programs, veteran-serving organizations, employers, and community partners seeking an applied transportation training solution.

PROGRAM INVESTMENT \$799 PER PARTICIPANT

Cohort and partnership pricing available by scope.

UTL Dispatching LLC dba UTL Transportation Institute

Educate | Empower | Elevate

A training partner built around readiness and results

UTL Transportation Institute prepares participants to understand how freight moves, support carrier operations, communicate professionally, use transportation technology, recognize compliance risks, and make informed business decisions. The curriculum goes beyond watching videos. Participants complete guided assignments, practical exercises, competency assessments, career-readiness activities, and hands-on operational practice connected to UTL Dispatching.

The UTL difference

- Industry context plus practical execution: students learn the “why,” then practice the “how.”
- Dual outcomes: graduates may pursue employment in dispatch, operations, logistics support, customer service, or build an independent dispatch service.
- Workforce documentation: attendance, weekly assessment scores, assignments, credentials, resumes, mock interviews, and follow-up outcomes can be tracked for partner reporting.
- Instructor support: virtual learning is reinforced through weekly live Wind Down Wednesday sessions and guided feedback.
- Inclusive pathway design: the program is suited for veterans, justice-impacted individuals, aged-out foster youth, career changers, and aspiring transportation professionals.

Hands-on OJT experience through UTL Dispatching

Participants work through realistic carrier and broker workflows using documents, scenarios, call preparation, load evaluation, trip planning, rate-per-mile calculations, safety checks, and compliance decision points. Where authorized and appropriate, UTL Dispatching provides exposure to active operational practices. Student exercises do not authorize students to broker freight, bind a carrier, or independently transact with shippers.

Eight modules built for transportation work

MODU LE	FOCUS	PARTICIPANT LEARNING
1	Professional Foundations	Professionalism, time management, emotional intelligence, communication, and career readiness.
2	Transportation Operations	Supply chain fundamentals, equipment, stakeholders, terminology, and freight documentation.
3	Dispatch Operations	Carrier setup, broker packets, FMCSA tools, safety ratings, load planning, workflow, and trip planning.
4	Load Boards and Freight Procurement	Load-board use, broker review, lane analysis, market rates, negotiation, and load selection.
5	Professional Dispatching	Broker and customer relations, sales, prospecting, negotiation, conflict resolution, and retention.
6	Compliance and Risk Management	FMCSA and DOT fundamentals, hours of service, driver qualification files, drug and alcohol rules, records, and risk reduction.
7	Business and Technology	Transportation technology, AI, automation, CRM use, Google Workspace, Microsoft Office, and cybersecurity.
8	Career Readiness and Business Development	Resume and interview preparation, business planning, pricing, client acquisition, and next-step execution.

Delivery includes instructor-led virtual learning, interactive video, guided assignments, practical exercises, reflection activities, competency assessments, and weekly live support.

PARTICIPANT OUTCOMES

What completion is designed to produce

Operational confidence: Explain the journey of a shipment and coordinate the steps that support safe, timely freight movement.

Documentation accuracy: Recognize and work with carrier packets, rate confirmations, bills of lading, proof of delivery, and operational records.

Commercial judgment: Evaluate lanes, rates, miles, time, equipment, broker information, and carrier goals before recommending a load.

Compliance awareness: Identify common FMCSA, hours-of-service, driver qualification, drug and alcohol, and recordkeeping risks.

Professional communication: Use clear written and verbal communication with carriers, brokers, drivers, customers, and internal teams.

Career readiness: Leave with a resume, mock-interview practice, credential documentation, and a clearer employment target.

Entrepreneurship readiness: Build a service model, pricing approach, prospecting routine, workflow, and responsible growth plan.

Credentials and evidence of completion

1	+4	8	1
CERTIFICATE OF COMPLETION	ADDITIONAL CERTIFICATIONS	MODULE ASSESSMENTS	CAREER PORTFOLIO

Partner-ready performance reporting

Depending on the partnership scope, UTL can support reporting on enrollment, attendance, assignment completion, assessment performance, credentials earned, resume completion, mock interviews, interviews obtained, employment or business outcomes, and 30-, 60-, and 90-day follow-up.

Skills that connect to real transportation roles

Freight dispatch training develops transferable coordination, documentation, communication, customer-service, technology, and compliance skills. It is not a promise of a specific job title, but it can strengthen readiness for entry-level transportation and logistics support roles and create a foundation for advancement.

PATHWAY	CURRENT NATIONAL INDICATOR	WHAT IT MEANS
Dispatcher roles	\$50,340 median annual wage in 2025	O*NET reports 218,700 workers in 2024 and 18,500 projected openings over 2024-2034. The category includes multiple dispatcher types, not freight dispatch alone.
Transportation management	\$107,230 median annual wage in 2025	BLS projects 6% growth from 2025-2035 and about 18,300 openings per year. These are experienced management roles, not entry-level outcomes.
Entrepreneurship	Revenue depends on active trucks, carrier revenue, service fee, retention, and expenses	Self-employment can create upside, but sales execution, legal boundaries, systems, and cash management determine whether revenue becomes profit.

Source note

O*NET OnLine, Dispatchers, Except Police, Fire, and Ambulance, updated 2026; U.S. Bureau of Labor Statistics, Occupational Outlook Handbook, Transportation, Storage, and Distribution Managers, updated August 27, 2026. Wage data exclude self-employed workers and vary by location, experience, industry, and duties.

A transparent view of freight dispatch business potential

There is no reliable government statistic that guarantees what a new independent freight dispatcher will earn in the first year. The responsible way to illustrate potential is to disclose the assumptions and show the math. The model below uses a common percentage-fee structure and is an educational projection, not a promise.

Illustrative base assumptions

Average linehaul revenue per load	\$2,000
Loads per truck per week	4
Active operating weeks	48
Dispatcher service fee	8%
Annual carrier revenue managed per truck	\$384,000
Annual dispatch service revenue per truck	\$30,720

Formula: trucks x loads per week x average load revenue x active weeks x service fee = gross dispatch service revenue.

What changes the outcome

- Carrier utilization and freight seasonality.
- Equipment type, lanes, rate environment, and negotiated fee.
- Client acquisition speed, retention, and carrier downtime.
- Software, insurance, marketing, labor, taxes, refunds, bad debt, and professional services.
- Whether the owner pays themselves a wage or treats owner labor as profit.

Potential year-one revenue and operating margin

These scenarios assume the base model on the prior page. Expense estimates are planning figures for a lean, home-based operation and do not include income taxes, owner salary, debt payments, or benefits. Actual results can be materially lower or higher.

ACTIVE TRUCKS	GROSS SERVICE REVENUE	EST. OPERATING EXPENSES	EST. PRE-TAX OWNER EARNINGS	OPERATING MARGIN
2	\$61,440	\$18,000	\$43,440	70.7%
4	\$122,880	\$35,000	\$87,880	71.5%
6	\$184,320	\$58,000	\$126,320	68.5%

How to read the numbers

The four-truck scenario produces \$122,880 in gross service revenue. After \$35,000 in modeled operating expenses, the estimated pre-tax owner earnings are \$87,880. That is not the same as a salary, guaranteed take-home pay, or net income after taxes. A new operator who signs clients slowly, loses a carrier, manages fewer loads, charges a lower fee, or hires help earlier will earn less.

Break-even illustration

At \$30,720 in modeled annual revenue per active truck, a business with \$35,000 in annual operating costs needs roughly 1.14 truck-equivalents for the year to cover those operating costs before owner pay and taxes. In practice, the owner should plan for ramp-up time, reserves, and client turnover rather than treating the break-even result as automatic.

Important legal boundary

An independent dispatcher must structure services carefully. FMCSA's final guidance on brokers and bona fide agents explains that the facts and activities—not the title “dispatcher”—determine whether broker authority may be required. UTL teaches participants to understand these boundaries and seek qualified legal guidance for their business model.

PARTNERSHIP OPTIONS

Bring the program to your staff or participants

UTL can support individual referrals, sponsored seats, closed cohorts, workforce-development partnerships, employer-aligned training, and community-based delivery. Partnership scope can be tailored to participant needs, reporting requirements, cohort size, and desired career outcomes.

Sponsored enrollment	Fund one or more participants in the standard eight-week virtual program.
Closed cohort	Reserve a partner-specific cohort with coordinated onboarding, progress reporting, and completion review.
Employer pathway	Align training and candidate preparation with transportation operations, dispatch, customer service, or logistics support roles.
Workforce or community partnership	Combine recruitment, barrier support, training, credentialing, and outcome tracking for a priority population.
Customized training	Select modules or add workshops for compliance, dispatch operations, fraud prevention, safety, business readiness, or transportation technology.

Let’s discuss the people you serve and the outcomes you need.

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Program information reflects the curriculum and delivery model available as of September 2026. Partnership terms, scheduling, credentials, and participant supports should be confirmed in a written scope of work.

Sources

U.S. Department of Labor, O*NET OnLine, Dispatchers, Except Police, Fire, and Ambulance (43-5032.00), updated 2026: <https://www.onetonline.org/link/details/43-5032.00>

U.S. Bureau of Labor Statistics, Transportation, Storage, and Distribution Managers, updated August 27, 2026: <https://www.bls.gov/ooh/management/transportation-storage-and-distribution-managers.htm>

Federal Motor Carrier Safety Administration, Definitions of Broker and Bona Fide Agents, final guidance: <https://www.fmcsa.dot.gov/regulations/federal-register-documents/2023-13080>

U.S. Small Business Administration, Plan Your Business resources: <https://www.sba.gov/counseling/plan-your-business/>