

Colorado/Wyoming Section of ITE 2010 Strategic Plan

I. Bring more people together

Luncheons and Vendor Show

- 1) Increase proportion of public members at ITE-only luncheons to 40% by FY16.
- 2) Increase total annual luncheon attendance by 10% by FY16.
- 3) Increase the proportion of members that attend two or more luncheons per year to 50% by FY16.

Activities

- 4) Arrange and host at least two events per year starting in FY11 and increase attendance at events by 50% by FY16.
- 5) Arrange and host an annual winter “anchor” event (similarly popular to Ski Train) by FY14.

Golf

- 6) Arrange and host at least one golf tournament per year and increase tournament participation by 50 percent by FY16.

Awards/Recognition

- 7) Award two awards per year: Transportation Professional of the Year and Lifetime Achievement Award.

Membership

- 8) Expand directed Section communications to “prospective” members and local affiliates.
- 9) Expand network of ITE Champions by 50% by FY16.

Symposium

- 10) Associate two more groups with the annual symposium by FY14.

Strategies

- Populate Program committee with more volunteers and hold regular meetings throughout the year.
- Program committee will identify current popular trends/topics and will develop a compelling program for the year. Program committee will seek Institute resources.
- Program committee will recognize that different topics may attract different member types.
- Program committee will coordinate with Technical and Continuing Education Committee for both ideas and to coordinate more training and education events with luncheons.
- Establish a budget for Program committee to provide flexibility to cover costs for higher profile speakers.
- Hold periodic meetings/social events for ITE Champions.
- Identify group of “prospective” members.
- Editorial committee will increase the volume of communications to membership through e-mail, newsletter, website, and Facebook to support Section goals.
- Promote and host more activities events each year. Identify activity interests through membership surveys.
- Organize promotions to encourage attendance at multiple luncheons.

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II. Share more knowledge and experience

Continuing Education

- 1) Increase the total annual attendance at ITE-sponsored training by 25% by FY14.

Legislative

- 2) Provide membership an objective summary of all of state and federal transportation legislation.

Technical

- 3) Increase the number of papers being presented by members/Section at ITE events/meetings by 50% by FY16.

Editorial (Communications)

- 4) Expand outreach to remote members.

Strategies

- Promote and host more training opportunities each year. Identify training needs/interests through membership survey results and target training to the needs.
- Identify resources that summarize legislation that have transportation impacts at local, state and national levels.
- Hold a Section paper competition – winner receives recognition and assistance to presenting at ITE conference.
- Editorial committee will increase the volume of communications to membership through e-mail, newsletter, website, and Facebook to support Section goals.
- Bring in national experts to hold conferences and training sessions.

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III. Encourage more participation by students and younger members

Scholarship & Guidance

- 1) Increase the annual number of students submitting scholarship applications by 25% by FY16.
- 2) Increase younger member luncheon attendance by 25% by FY16.
- 3) Increase representation of younger members on Executive Committee to 30% by FY16.
- 4) Provide mentoring and assistance to all Student chapters to ensure stability and growth of chapters.

Strategies

- Establish specific due dates for scholarship submissions.
- Hold a student paper competition – winner receives recognition and assistance to presenting at ITE conference.
- Define and identify younger members and direct specific communications to those members.
- Promote the District mentoring program. Assist members who want to benefit from the program.
- Establish a Section mentoring program.
- Fill the Student Chapter Professional Liaison position on the Executive Board for each Student Chapter.
- Establish specific roles for younger members on Executive Committee.
- Actively work with Faculty Advisors to promote ITE membership and activities.
- Assist Student Chapters in establishing and achieving goals for the chapter.
- Organize promotions to encourage younger member luncheon attendance.

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IV. Supporting Goals

- 1) Establish strong membership feedback loop by FY11
- 2) Establish effective means to track metrics for our goals and objectives by FY11.
- 3) Improve cooperation between other local engineering groups. Have regular contact with five other groups by FY16.

Strategies

- Issue a membership survey to both members and “prospective” members; issues table surveys at every luncheon; and, establish and maintain a “comment box” on our website.
- Executive committee will consider and respond to all survey/comment information collected.
- Integrate key data collection in regular activities that allows tracking of specific metrics. Require registration for all events and collect demographics (consultant/vendor, public agency, student, younger member, etc.) with registration.
- Monitor conference programs to determine the number of presentations attributed to the Section.
- President will consolidate and interpret data to produce an annual report commenting on the Section’s progress. This will be summarized in the Annual Section Activities Report.
- Identify a specific position on the Executive Committee to track information related to other local engineering groups (executive contacts, events calendar, etc.). Develop plan to collaborate with these groups to promote joint transportation related goals and, potentially, hold joint events.