

Institute of Transportation Engineers
Strategic Plan
as of September 19, 2011

Mission:

To be the principal source of professional expertise, knowledge and ideas promoting transportation science and principles internationally.

Core Purpose:

To advance transportation knowledge and practices for the benefit of society.

Core Values:

Inspiration:

Demonstrated by an earned reputation as a valued professional organization respected for its innovative thought, adaptive capabilities and effectiveness in making a meaningful difference in quality of life.

Integrity:

Demonstrated by words and ethical behavior characterized by uncompromised honesty, objectivity and impartiality.

Social Responsibility:

Demonstrated by an abiding dedication to professional expertise, sound advice and transparent communication, ever conscious of the public good.

Collegiality:

Demonstrated by a continuous commitment to collaboration and cooperative spirit among peers in an interdisciplinary global community.

Big Audacious Goal:

To bring together transportation's body of knowledge and professional voice for the benefit of society.

Vivid Description:

Members, policy makers and other transportation and engineering professionals view ITE as a highly valued and respected source for global transportation information, insight and solutions tailored to their needs.

Society sees ITE as an innovator and leader in providing transportation solutions to today's environmental and social challenges.

Transportation professionals, policy-makers and the public view ITE as the primary transportation professional association.

Transportation professionals and employers view ITE as the resource for identifying and providing for professional development needs.

Transportation professionals benefit from ITE technical excellence, which provides enhanced visibility and respect for the profession.

Goals for a 3-5 Year Planning Horizon

Goal for Quality of Life:

The public will experience an improved quality of life through elimination of road fatalities.

Objectives:

- Expand ITE's role in working towards the United Nations goal of reducing the number of road fatalities worldwide by half over the next ten years.
- Increase membership understanding of explicit safety considerations for all aspects of road facility planning, design, operation, and maintenance.
- Increase ITE's visibility as a leading contributor to road safety at an international level.

The public will experience an improved quality of life through an economically, socially and environmentally sustainable transportation system.

Objectives:

- Work toward surface transportation solutions at the national, regional and local levels that are sustainable from the economic, social, and environmental perspectives.
- Make creating professional awareness of, acceptance of and commitment to sustainable transportation systems a focus for training programs and technical projects of the Institute.
- Participate actively in the evaluation of transportation projects and systems from the perspective of sustainability, both before and after implementation.

The public will experience an improved quality of life through an efficient transportation system that serves all users.

Objectives:

- Increase ITE member awareness of the needs of all transportation system users.
- Increase member understanding of transportation engineering and planning techniques that implement solutions to provide an efficient transportation system that meets the needs of all users.
- Increase the integration and application of accessible, multi-modal transportation policies and applications.

Goal for Professional Knowledge:

Transportation professionals, students and policy-makers will view ITE as the premier source for global transportation information, insight and solutions tailored to their needs.

Objectives:

- Increase accessibility to timely, accurate, relevant and well-organized information gathered from around the world.
- Increase awareness of the relevance and range of ITE's information to target groups.

Goal for Transportation Public Policy:

The Institute and its members will be recognized for their professional contributions in helping to address transportation-related policy issues.

Objectives:

- Increase member's exposure to and knowledge of local, national and international issues.
- Increase member's involvement in transportation-related public policy discussions and action.
- Increase level of input from ITE and its chapters on local, state and provincial, national and international transportation related issues, as allowed by the Institute's tax exempt status.
- Increase understanding by organizations that set and influence public policy of the professional capabilities of the Institute and our members.
- Increase the ability of ITE leaders at all levels to understand and address the needs of organizations that set and influence public policy, consistent with adopted ITE policies.

Goal for The Profession:

The transportation profession will be recognized for technical excellence in meeting transportation needs of communities.

Objectives:

- Increase the professional capacity to meet the demand for advancing technical knowledge, training and global information exchange.
- Increase employer and employee awareness of the value of participation in ITE programs.

Attract students to the transportation profession as an opportunity to make a positive contribution to the world.

Objectives:

- Increase student awareness of transportation career opportunities.
- Increase ITE's capacity to provide training and access to information.

Goal for Collaboration among transportation-related professional organizations:

ITE members will enjoy a collegial and collaborative environment that advances technical knowledge, provides opportunities for workforce development and creates forums for global information exchange and networking.

Objectives:

- Increase meaningful and appropriate communications with related member groups.
- Increase opportunities for global participation in technical activities and information exchange.
- Increase collaboration within the global community and other diverse groups.