

# Institute of Transportation Engineers

Strategic Plan  
as of October 2008

## **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 profession 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 solution 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 cleaner, safer and efficient transportation systems.

#### Objectives:

- Reduce transportation related fatalities and injuries.
- Reduce travel delays and pollution.
- Increase coordination between transportation and land use policy.
- Increase funding for sustainable transportation choices.

### 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:

Transportation-related public policy will be influenced by ITE's strong professional voice.

#### Objectives:

- Increase member understanding of local, national and international issues.
- Increase member involvement in transportation-related public policy.
- Increase level of input from ITE and its chapters on local, national and international transportation issues.

### Goal for The Profession:

The transportation profession will be recognized for technical excellence for contributing to sustainable communities.

#### Objectives:

- Increase the 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.

Talented students will be attracted to the transportation profession as an opportunity to make a positive contribution to the world.

Objectives:

- To attract quality students to the profession.
- To increase ITE's capacity to provide knowledge and training.
- To increase knowledge about sustainable communities.

Goal for Collaboration among transportation-related professional organizations:

Global organizations will value and seek ITE as a leader and partner to bring together related groups to advance transportation solutions.

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:

- Enhance 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.