

## **ITE Transportation Education Council 2011 Action Plan**

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### Mission

The ITE Transportation Education Council provides a focal point for identifying and addressing emerging and evolving needs of educational institutions. The membership of ITE's Transportation Education Council represents a cooperative alliance of administrators, faculty, researchers, professional trainers, practitioners, students and others interested in actively pursuing initiatives that will lead to greater involvement in ITE and the transportation profession. The interests of college or university students and pre-college students (through interaction with primary and secondary school teachers) are inherently represented by this Council.

The ITE Transportation Education Council seeks to initiate and increase the participation of educational institutions (at all levels) in the Institute and the transportation profession, improve the depth and breadth of services offered to educational institutions, encourage representation of educational institutions in leadership roles in the Institute, support the Institute in identifying education-related target program areas that deserve special attention or resources and provide a significant "voice" and expertise in the Institute's workforce/professional development activities through direct representation and involvement on Institute task forces, initiatives, etc.

### 2011 Action Items

- Expand TEC Executive Committee to reflect both the academic and professional development interests of the Council.
- Review how changes in the employer-based council membership have affected the council membership. Work to integrate new members into council activities.
- Continue to actively work to identify opportunities to collaborate with both the Consultants Council and the Public Agency Council.
- Coordinate with the Consultants Council to establish a listing of existing practices for integrating students at the District and Section levels of ITE.
- Work to further develop and support the efforts of council's new subcommittee on curriculum and to keep the full council's membership informed of these activities.
- Create and distribute a survey of the membership to identify future high priority projects and activities. Use council business meetings to set priorities among identified activities.
- Continue to support the ITE International Traffic Bowl and other student-centered activities, including but not necessarily limited to, reviews of the Student Paper and Student Chapter Awards.
- Continue to increase the robustness of the following three major council resources: The Recruitment Toolbox; Practical Problems Repository; and Online Compendium of Presentations for Recruiting. Identify obstacles that have limited the development of the tools, in particular the Practical Problems Repository.
- Continue to publish two newsletters (spring and fall) to provide valuable information to the TEC membership, and submit articles of interest on an ongoing basis to the ITE e-newsletter for dissemination.
- Continue the major update of the TEC webpage.

- Identify opportunities for increased correspondence between the TEC Executive Committee and the council membership at-large. Development of a communication plan will serve as the foundation of this action item.
- Support the International Board of Direction and Coordinating Council as needed.

## **ITE Transportation Education Council Communication Plan**

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### Introduction

The ITE Transportation Education Council Communication plan serves as a blueprint for communication across both the TEC Membership and ITE Membership at-large for all topics central to our mission of serving as a focal point for identifying and addressing emerging and evolving needs of educational institutions and professional development providers. Given the broad spectrum of ITE members and specifically those involved in the TEC, including, administrators, faculty, researchers, professional trainers, practitioners, students and others, it will remain critical to provide an equally diverse spectrum of communications to ensure adequate coverage of all relevant materials for all council and ITE members.

### Audience

- TEC Membership
- ITE members that are not TEC members
- Transportation Educators / Educational Institutions
- Student members of ITE
- ITE International Board of Director and Coordinating Council

### TEC Message

The main message of the ITE TEC communication will directly relate to our goal of serving as a focal point for identifying and addressing emerging and evolving needs of educational institutions and professional development providers. The anticipated message will likely center upon the following:

1. Providing information related to current and emerging trends in transportation education
2. Providing resources or information that foster increased participation within the transportation profession (at all levels) and the Institute of Transportation Engineers directly.

### Media and Products

TEC Newsletters – the council has regularly published two newsletters per year. This particular media outlet intends to provide the membership with critical information on any one of several initiatives currently underway within the educational community that are likely to be of interest to the membership.

- ITE E-Newsletter submittals – intended to provide education council information that is either critically time-sensitive or likely of interest to the membership at large.

- Council Webpage – serves to provide basic information about the TEC and council activities. Also serves as the location for council products available to all ITE members, such as the Practical Problems Repository and Recruitment Toolbox.
- Social Media – although not currently a council communication outlet, this warrants consideration given the prevalence of student members and student member issues that are central to council activity.
- Conference Sessions and Workshop – intended to highlight current and emerging trends or issues in transportation education and training.
- TEC Member Survey – a 2010 council membership survey is planned to identify future products and areas of interest amongst council members.

### Schedule

For the media and products listed above the following timeframes are planned:

- TEC Newsletters – spring and fall submittals
- ITE- e-Newsletter submittals-ongoing
- Council Webpage – Continue major update of the pages that began in the Fall of 2010
- Social Media – to be discussed at the Council Executive Committee meeting and decided upon by March 2011.
- Conference Sessions and Workshop –March and August
- TEC Member Survey – to be distributed in Spring 2011

### Activity Lead

Current council leadership is provided by Chair Rhonda Young and Vice-Chair Kevin Chang. The TEC Newsletter Editor is Kathy Frankle. We will actively recruit executive committee members to lead the other initiatives listed above.