

## ITE Parking Council Communication Plan - 2011



### Introduction

The ITE Parking Council Communication Plan is intended to guide the use of resources in communicating with the Council membership and other key audiences inside and outside the Institute. In developing this plan, the Parking Council coordinated with its 2011 Action Plan, the ITE Strategic Plan, the recent Parking Council survey (February 2009), membership feedback, and input from ITE staff. The goals for this plan are to:

1. Maintain a regular Newsletter
2. Prepare and distribute Abstracts\* and “Hot Topic”\*\* summaries to Council membership
3. Create and provide for Webinars and/or Workshops to audiences within and external to ITE
4. Establish and maintain communication with ITE volunteers
5. Enhance visibility of the Council to audiences within and external to ITE

As can be seen from the above, the Council’s continued focus (goal) for 2011 (as it was in 2010) is to increase its visibility and provide for more interaction between the Council, its membership and audiences outside of ITE. Furthermore, now that a base has been established regarding interaction in 2010, the Council will move forward with addressing Council-wide research/guidance needs.

### Target Audiences

The target audiences are those to whom the Parking Council will focus regular and continuous direct communication. These primary audiences include the Council membership and ITE membership.

Secondary audiences are other key groups that may receive information either indirectly from the Parking Council through current Council Members, or sister organizations or agencies (i.e. NPA, IPI, Canadian Parking Association, etc.) and audiences outside of ITE. The focus, frequency, and media for each of these target audiences are discussed further below. Furthermore, the Parking Council will work towards establishing, and maintaining, regular communication with ITE volunteers.

\*An abstract is defined as a 2-4 page paper providing in depth discussion/ideas regarding “Hot Topics” that are of interest to the Parking Council membership.

\*\*A “Hot Topic” is defined as a ½ to 1 page summary of the latest issues relating to the Parking industry.

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### **Messages**

Two main message themes have been identified for the Parking Council communications:

1. Increased visibility of the Parking Council and re-invigoration of the overall membership – This would include regular communication via newsletters and Hot Topic summaries.
2. General information and information on key projects – This would include dissemination of Parking Abstracts and further information on potential key projects identified through the membership interaction.

### **Media and Outreach**

The Parking Council will provide ongoing communication through:

- Website – The Parking Council website should provide current, updated information on the Parking Council activities as well as access to current information. i.e. “Hot Topics” and Abstracts.
- Newsletters – The Parking Council will provide a Newsletter that outlines current activities and showcases ideas/projects. This will be posted on the website and distributed to the membership.
- Email Lists – The Parking Council will distribute newsletters, “Hot Topic” summaries and Abstracts through the most recent Council Membership email lists.
- Webinar/Workshop – Increase the visibility of the Council through the preparation of useful Webinars/Workshop to audiences within and external to ITE.
- ITE Volunteer interface – The Parking Council will work with the various area leaders and volunteers to ensure that the volunteers are kept abreast of the latest information provided, as well as ensuring that the Parking Council is available to assist the volunteers in any ways needed.
- ITE Conferences and Annual Meetings- The Parking Council will sponsor sessions at national meetings (Mid Year Conference and Annual Meeting to provide a forum for discussing interesting parking related topics.

### **Products**

- Newsletters
- Hot Topic Summaries
- Abstracts
- Webinars/Workshop
- Research project/Guidance on Membership related Topics.
- Student Chapter Trip and Parking Generation Data Collection Project – In conjunction with the Coordinating Council
- Website
- Technical Sessions and Conversation Circles

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### **Schedule**

The Parking Council is dedicated to increasing the visibility of the Council and “re-invigorating” the membership through its products and outreach. Therefore, the Council has proposed the following schedule to foster interaction with its membership.

- Newsletters - Parking Council will provide updates, in the form of newsletters, on Council activities to the Membership four times a year in conjunction with regularly scheduled ITE Newsletters.
- Hot Topic Summaries - “Hot Topic” summaries will be prepared and distributed to the Membership through email based on the most recent Parking Council Membership list approximately 9-12 times a year.
- Abstracts - Parking Abstracts will be distributed to the Membership approximately 2-4 times a year.
- Research Project/Guidance – Based on the 2010 Annual Meeting and Exhibit, as well as the “call for information” provided in the 2010 Fall and 2010/11 Winter newsletters, the Council will begin preparing a research project/guidance based on an issue identified by the Membership and Executive Committee.
- Webinars/Workshops – Once interaction between the Parking Council Executive Committee and the Parking Council Membership has been established, a Webinar/Workshop will be prepared and held at least once in the 2011 calendar year at a time to be determined with topics dependent upon feedback from membership.
- Annual Meeting Sessions- The Parking Council has submitted several proposed sponsored sessions for the 2011 Annual Meeting and expects to have a presence in the technical program.

### **Activity Lead**

The Council will utilize the Executive Committee members, and Council membership, to further the goals of the Council and increase participation among the membership. The following Executive Committee members will be responsible for the lead on the “products” identified within this plan with support from the Executive Committee and membership, as a whole.

- Newsletter – Ezekiel Dada (Newsletter/Communications Chair)
- Hot Topic Summaries – Matt Hammond (Chair)
- Abstracts – Debbie Wick-Harris (Vice Chair)
- Research Project/Guidance – Debbie Wick-Harris (Vice Chair) and Edward Papazian (Technical Program Committee Chair)
- Webinars/Workshops – Peter Valk (Technical Projects Chair)
- Website – Matt Hammond (Chair)