



## Summary of Tools and Program Options

TOOL/PROGRAM	DESIRED OUTCOME								Examples
	Provide Guidance	Provide Information	Share Information	Professional Development	Engage Members, Build Community	Recruit New and Younger Members	Support Public Officials and Decision Makers	Build Community and Consensus	
<b>Recommended Practice</b> Formal documents that outline recommended practices in specific areas of transportation	<b>X</b>	<b>X</b>							Many examples from ITE; process is more time consuming and requires continual updating.
<b>Informational Report</b> Formal documents that provide information on specific areas of transportation		<b>X</b>		<b>X</b>					Many examples from ITE bookstore; may range in length from a few pages to very long.
<b>Tech Briefs</b> Create a toolbox of short technical write-ups on popular and timely topics. These could be done with a more experienced member serving as the lead with a younger member or members writing the brief to engage younger members in “bite-size” projects.		<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>			TRB Electronic Newsletter FHWA/ITE Safety Briefs <a href="http://www.ite.org/library/intersectionsafety/briefingsheets.pdf">http://www.ite.org/library/intersectionsafety/briefingsheets.pdf</a>
<b>Interactive, website recruitment toolbox</b> Develop a set of interactive tools that can be used to recruit members. The tools could be downloaded for traditional presentations or provide interactive opportunities on the web.		<b>X</b>			<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	Education Council Recruitment Toolbox <a href="http://www.ite.org/councils/Education/Recruitment/default.asp">http://www.ite.org/councils/Education/Recruitment/default.asp</a>



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<b>Benefits brochure</b> Develop brochure(s) on the benefits of ITE membership, the application technologies, and funding programs that support transportation						X	X		ITE's brochure, "Your Source for Expertise, Knowledge and Ideas"
<b>Workshop</b> Table top exercises, planning charrettes, or other interactive sessions that engage the attendees in an exchange of ideas and perspectives.			X	X				X	See ITE published programs for spring or Annual Meeting.
<b>Webinars</b> Develop and present web-based seminars on timely and important topics.		X		X					Many conducted by ITE, AASHTO, APA, TRB. ITE HQ can provide more info on development.
<b>Tips &amp; Trends</b> Collect and distribute short information pieces on common issues and challenges. Include these in newsletters, on websites, or other timely media.		X					X		
<b>List Serve</b> Provide electronic forum for the exchange of ideas and easy access to peers for information sharing			X	X					Many examples, e.g., Traffic Engineering Council has active. Can be general (like TEC) or specialized (e.g., TMIP travel forecasting).



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<b>Wiki</b> A page or collection of web pages designed to allow anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are used to create collaborative websites and to power community websites.			<b>X</b>						A few at ITE, notably Pedestrian and Bike wiki; contact Matt Ridgway. Best known is www.wikipedia.org.
<b>Newsletter</b> Printed or electronic summary of current news and brief articles on projects or programs		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>				Most Councils publish electronic newsletters
<b>Web Networks</b> Social and professional networks on Facebook, LinkedIn, or MySpace to provide outreach and information sharing between members.					<b>X</b>	<b>X</b>			ITE has presence on several.
<b>Council Websites</b> Pages on the ITE website that provide information on council activities.		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>				Most Councils have; see especially Pedestrian/Bicycle Council.
<b>Archive</b> Electronic, web based archive to provide access to historic publications.		<b>X</b>							National Transportation Library (NTL), Bureau of Transportation Statistics (BTS)



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<p><b>Traveling Workshop</b> Workshops on specific technical topics, available to members at the Section and District levels. These would provide learning opportunities at a local level and allow subject experts to travel to groups who might not otherwise have the ability to travel to conferences or workshops.</p>		<b>X</b>	<b>X</b>		<b>X</b>				Done for some TRB/NCHRP projects.
<p><b>Member Survey</b> Member surveys can easily be administered electronically and provide a method of gathering information on member needs, preferences, and activities.</p>					<b>X</b>				Most ITE Councils have done; contact Doug Noble at ITE HQ for more information.
<p><b>Sponsor Session</b> Councils sponsor sessions at the Technical Conference and Annual Meeting. Sponsored sessions could be expanded to the District and Section level to share information and showcase activities by ITE members.</p>			<b>X</b>		<b>X</b>				Numerous examples from ITE published programs for Spring and Annual Meeting. Contact ITE HQ for more info on deadlines and form for sponsor proposal.



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<b>Pecha Kucha</b> Alternative format for panel or information sessions ( <a href="http://www.pecha-kucha.org">www.pecha-kucha.org</a> ). Each presenter is allowed 20 images, each shown for 20 seconds, giving 6 minutes 40 seconds of fame before the next presenter is up. This keeps presentations concise, the interest up, and gives more people the chance to show.			X	X					See <a href="http://www.peca-kucha.org">www.peca-kucha.org</a> .
<b>Poster Session</b> Alternative format for information sessions that allow a large number of participants, less formal interactions, and one-on-one exchange of ideas.			X	X					TRB hosts extensive poster session as part of its annual meeting.
<b>Conversation Circles</b> Provide an opportunity to share information, ideas, and experience. Can be stimulated by white papers, prior sessions, or brief statements.			X		X				Many at San Antonio AM, such as Sessions #6, 11, 16, 21, 26, 31 & 36; see ITEJ July 2009, page 20.
<b>Technical Sessions</b> Focused technical sessions can be sponsored to provide technical information and case studies through presentation and discussion.			X	X					Moderated session arranged theater-style that includes 3-5 technical sessions and concluding Q&A period.



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<b>Video Conferencing</b> Video or teleconferencing can be used to enhance communication and networking between face-to-face meetings.			X		X				Can be one-way or two-way. Technology evolving rapidly.
<b>Traffic Bowl and Other Games</b> Interactive, fun activities provide opportunities for networking, engaging members in a new format, and sharing information.			X		X	X			See ITE AM program; ITE District 6 has used more than a decade to promote student participation at district meeting.
<b>Student Paper Session</b> These sessions provide an opportunity for students to showcase their work in a supportive, peer audience format.			X	X		X			TRB hosts several with specialized topics at its annual meeting.
<b>Boot Camp for Traffic Engineers and Elected Officials</b> Overview sessions that provide basics of traffic engineering to new professionals and elected officials who may make transportation related decisions.			X	X	X		X	X	ITE has held at annual meetings; also APA ( <a href="http://www.planning.org">www.planning.org</a> ).
<b>Mentor Program</b> More experienced professionals provide guidance and share experience with newer, younger members.			X	X	X	X			Several ITE sections; typically works best where participants live or work in proximity



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<b>Technical Tours &amp; Scan Tours</b> Project or facility tours that allow members to see how others address transportation challenges.			X	X	X		X	X	Can be a few hours to several days in length; several held at ITE AM. Works best when there are physical conditions or facilities to view.
<b>Fireside Chats with Policy Makers</b> Informal meetings with elected officials and decision makers to share information and answer questions about transportation practices.			X				X	X	ITE Annual Meeting.
<b>Case Studies</b> Documenting successful practices and lessons learned for presentation.			X	X			X	X	Numerous examples; USDOT has many. Can be written report or other format.
<b>Student Chapter Councils, Speakers/ Project Review</b> Support student chapters by providing speakers and reviewing student projects.			X	X	X	X			Provide speakers' bureau on areas of expertise; frequently done by ITE sections.
<b>Podcasts</b> Webcasts that can be downloaded to MP3 players for easy viewing options.			X	X		X	X		<a href="http://www.versus.com/tdfstage15">www.versus.com/tdfstage15</a>
<b>Viral Video</b> Video available to view on-line that can be linked to from numerous websites and networking pages like Facebook, YouTube, or LinkedIn.			X	X		X	X		<a href="http://www.youtube.com/watch?v=l46fb_hn6ye">www.youtube.com/watch?v=l46fb_hn6ye</a> on Clearview typeface for signs



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<b>Need &amp; resource inventory</b> An inventory of available information and additional information needs by topic or discipline.		X	X						Sometimes also called 'gap analysis. TRB research program examples.
<b>Student Forum</b> Actual or virtual forum that allows students to interact, share information, and build a network of peers.			X	X	X	X			
<b>Annotated bibliography by discipline</b> List and description of relevant publications and resource by discipline, including publications by other organizations and sources.	X	X		X			X		Contact specialty libraries (e.g., SDOT or universities) for examples they may have compiled already.
<b>FAQs (Students, Elected Officials)</b> Lists of frequently asked questions and answers developed for various audiences, e.g. students and elected officials.		X	X	X		X	X		New York Met section FAQ's on traffic questions
<b>Career Support (Mock interviews, resume service, hot topics, job evaluation support)</b> Various services and activities to support students, new, and younger members in establishing and advancing their careers in transportation.				X		X			