

SECTION MOMENTUM AWARD ITE SOUTHERN CALIFORNIA SECTION



ITE SoCal experienced many challenges as a Section going into the second year of the COVID-19 pandemic. However, the leadership used the lessons learned from 2020 to make 2021 an even better experience for the ITE SoCal membership and beyond. 2021 was the first year the ITE SoCal Section transitioned to new “calendar year” format of doing business, which involved more strategic planning on how events, meetings, and programs would be held.

The ITE SoCal Section is distinct from other Western District Sections in that it encompasses a large area of the greater Los Angeles area, covering both Los Angeles and Orange Counties, with a membership of over 900 professionals. Because members are also active in other strong professional organizations in the area, attendance and sponsorship opportunities are impacted. The ITE SoCal Section overcame these challenges in 2021 and maintained and enhanced the Section’s performance and participation to great effect.

ITE SoCal’s 2020 Virtual Meetings saw an average of 150 participants and they were able to maintain that momentum in 2021 with a regular schedule of Section Meetings and Social Mixers while also introducing new activities into the Section, such as the Quad-Section ITE Meeting, ITE l’s Mentorship Program (known as All Aboard the MentorSHIP), Equity Series, ITE SoCal’s Training Series, and ITE SoCal’s Technical Tours. Lastly, the Section established its first ITE SoCal Section Procedures Manual that outlines how the Section operates and establishes policies for the Section.

ITE SoCal built upon the lessons learned at the outset of the pandemic and implemented several new initiatives to enhance member engagement, increase the value of membership and positively impact its local community of members.

Congratulations to SDITE for their innovative programming and exceptional member outreach! Read [more](#).