Team Communication
Final Recommendations

Institute of Transportation Engineers
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Amanda Brauer, Midwest District
Ashley Brooks, Western District
Brian Shamburger, Texas District
Mike McCarthy, Midwest District
Tyler Golly, Canada District

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What is ITE’s future?

To be the principal source of professional expertise, knowledge and ideas promoting transportation science and principles internationally?
Communications is the key.
Research Question

How can ITE Districts, Sections, and Chapters better communicate with their members and share the services and resources that exist within ITE?
Research Findings – ITE Member Survey

• #1 reason for being an ITE member is to stay current on industry info
• #2 reason for prospective members to join a professional association is to stay current on industry info

→ Need to communicate emerging info & training opportunities more often and in easily accessible ways

• Lack of clarity on what the benefits of ITE membership are

→ Need to clearly communicate benefits of ITE membership
Research Findings – Interviews

- Tools are similar but different approaches
- Information is not communicated often
- Difficulties in attracting members partially felt to be due to lack of clarity of ITE role and the benefits of ITE membership
- Difficulty finding, accessing and sharing technical resources
Recommended Actions

- Improved Access to Technical Resources
- Social Media Guidelines
- New Member Information
- Website Templates/Guidelines
Current Access

• International ITE
  • Published ITE Journal articles
  • Technical Conference and Annual Meeting papers and web files
## Current Access

- Information not shared across the organization
  - Districts
  - Sections
  - Chapters

### 1 Northeastern District
- Metropolitan Section of NY/NJ
  - New England Section
    - Connecticut Chapter
    - Maine Chapter
    - Massachusetts Chapter
    - New Hampshire Chapter
    - Rhode Island Chapter
    - Vermont Chapter
- New York Upstate Section

### 2 Mid-Colonial District
- Mid-Atlantic Section
  - Washington D.C. Section

### 3 Great Lakes District
- Indiana Section
- Michigan Section
  - Ohio Section
  - Lake Erie Chapter

### 4 Midwestern District
- Illinois Section
  - Missouri Valley Section
  - Central Kansas Chapter
  - Central Missouri Chapter of ITE
  - Iowa Central ITE Chapter
  - Kansas City Area Chapter
  - Lincoln-Omaha-Council Bluffs Association of Transportation Engineers
  - Oklahoma Traffic Engineers Association
  - Ozark Chapter
  - Transportation Engineering Association of Metropolitan St. Louis (TEAM)
- North Central Section
  - Wisconsin Section

### 5 Southern District
- Alabama Section
  - Deep South Section
  - Georgia Section
  - Kentucky Section
  - North Carolina Section
  - South Carolina Section
  - Tennessee Section
  - Virginia Section
- Arizona Section
  - Atlantic District Section
  - Central California Section
  - Colorado-Wyoming Section
  - Greater Oregon Section
  - Hawaii Section
  - Intermountain Section
  - Idaho Chapter
  - Montana Chapter
  - Nevada Chapter
  - Utah Chapter
- New Mexico Section
  - Northern California Section
  - Oregon Section
  - Riverside/San Bernardino Section
  - San Diego Section
  - San Francisco Bay Area Section
  - South Bay Chapter
  - Southern California Section
  - Washington State Section
  - Inland Northwest Chapter

### 6 Western District
- Alaska Section
- Arizona Section
  - Southern Arizona Chapter
- Central California Section
- Central Coast Section
- Colorado-Wyoming Section
- Greater Oregon Section
- Hawaii Section
- Intermountain Section
- Idaho Chapter
- Montana Chapter
- Nevada Chapter
- Utah Chapter
- New Mexico Section
- Northern California Section
- Oregon Section
- Riverside/San Bernardino Section
- San Diego Section
- San Francisco Bay Area Section
- South Bay Chapter
- Southern California Section
- Washington State Section
- Inland Northwest Chapter

### 7 Canadian District
- Atlantic Provinces Section
  - Greater Vancouver Section
    - BC Interior Chapter
    - Hamilton Section
    - Manitoba Section
    - National Capital Section
    - Northern Alberta Section
    - Quebec Section
    - Saskatchewan Section
    - Southern Alberta Section
    - Lethbridge Chapter
- Southwestern Ontario Section
- Toronto Section
- Vancouver Island Section

### 8 International District
- Australia & New Zealand Section
- Brazil Section
- European Section
- India Section
- Israel Section
- South Africa Section

### 9 Texas District
- Brazos Valley Section
- Capital Area Section
- Dallas Section
- Greater Fort Worth Section
- Houston Section
- South Texas Section

### 10 Florida District
- Florida Section
  - Big Bend Florida Chapter
  - Central Florida Chapter
  - First Coast Chapter
  - Gold Coast Chapter
  - Panhandle Chapter
  - Southwest Florida Chapter
  - Tampa Bay Chapter
  - Treasure Coast Chapter
- Puerto Rico Section
Recommendation
Recommendation

• Permission to publish
• ITE HQ resources to manage submittals
Example of online submittal with granted permission
Recommended Actions

- Improved Access to Technical Resources
- New Member Information
Why Join ITE?

• Career and professional development
• Technical training
• Networking
• Transportation advocacy

As members, we must be able to clearly and effectively communicate the benefits of joining ITE.
How and When Do We Attract New Members?

• Local ITE Student Chapter presentation
• Other professional organization meetings
• Day-to-day interaction with colleagues and co-workers

*Based on our survey... members lack confidence and the necessary tools to attract new members.*
Develop New Member Tools

• Overview of how to become a member
• Showcase
  • Numerous membership benefits
  • Career and professional development opportunities
  • Technical training
  • Networking
  • Transportation advocacy
• Focus on “The Benefits of Joining ITE”
Recommended Tools

• Develop an ITE Outreach Presentation
  • Available to All Members
Recommended Tools

• ITE needs to go viral!
• Develop a 3 to 5 minute video
  • Shared through ITE website, e-mail, social media, etc.
Recommended Tools

- Develop a 30-second elevator speech
  - Reproducible/formatted/downloadable
  - Available to all ITE members
Recommended Actions

- Social Media Guidelines
- New Member Information
Facebook

Social Media Guidelines
Twitter

ITE Headquarters
Institute of Transportation Engineers. A community of transportation professionals, improving transportation safety, operations, and growth. ITES jobs
Washington, DC
Joined April 2009

Who to follow
- Refresh View all
- Alabama Section ITE (@AlaITE)
- Follow
- ITE Headquarters Retweeted
- Tyler Golly (@tygolly - 4h)
- Getting excited for @LeadershipITE at the @ITEhq meeting in Tucson! Can't believe it is almost over. I've met so many wonderful people.
- Follow

Texas ITE

Jobs
Transportation Design Engineer | TJKM Transportation Consultants: US - CA - Pleasanton, Requirements: bit.ly/1PyLjP

Trends
- Change
- #LeadershipITE
- We did not predict it, but we did create it.
- Celebrated by Lexus
- #TransportInTheFuture
- Toyota Takes Back to the Future Nostalgia to Pitch Clean-Energy Car
- View more

Social Media Guidelines
Develop Social Media Guidelines

• Provide consistency
• Establish Social Media Chairs
  – District
  – Section
  – Chapter
• Preferred platforms
• Utilization
Recommended Actions

- Social Media Guidelines
- Website Templates/Guidelines
Existing Websites
Existing Websites
Existing Websites

Institute of Transportation Engineers
Georgia Section

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Website Template/Guidelines
Existing Websites

Website Template/Guidelines
Website Template

• A default website that Districts, Sections, and Chapters can use
• Provided by International ITE
• Personal websites continue to be options
Website Guidelines

• Describe and provide **must have** information for each District, Section, and Chapter website

• Provide optional information that can be decided upon at each level.

  • Join ITE information and links
  • New member information
  • Technical resources
  • Calendar/Events
  • International ITE logo, etc.
Recommended Next Steps

• Improved Access to Technical Resources
  • IBOD and ITE staff

• New Member Information
  • ITE Branding Initiative

• Website Templates/Guidelines & Social Media Guidelines
  • Develop a committee with ITE Districts, Sections, Chapters, IBOD, and ITE Staff
Questions

Amanda Brauer
abrauer@lochgroup.com

Ashley Brooks
a.brooks@fehrandpeers.com

Brian Shamburger
brian.shamburger@kimley-horn.com

Mike McCarthy
mmccarthy@emcsinc.com

Tyler Golly
tyler.golly@stantec.com