OVERVIEW

1. Background
2. Areas of Action
3. Measures of Effectiveness
4. Takeaways
Background

- 2016 LeadershipITE: A-Team
  - What can ITE do to improve student engagement across multiple education levels to invigorate and secure the future of our profession?
- ITE STEM Outreach for Disadvantaged Populations/Communities Subcommittee
AREAS OF ACTION

1. Increase the Number & Effectiveness of ITE Members Engaged in Pre-College Outreach

   - Short-Term Goals
     ○ Add STEM Section to ITE Community
     ○ Partner with Existing K-12 Engineering Competitions

   - Medium-Term Goals
     ○ Create K-12 Focused Transportation Competition
     ○ Develop a Transportation Day

   - Long-Term Goals
     ○ Refine Transportation Day
AREAS OF ACTION

2. Increase Awareness, Understanding and Interest in the Transportation Profession Among K-12 Students

- Short-Term Goals
  - Implement K-12 Section to ITE Website
  - Develop Handout / Marketing Materials
  - Partner with Boy and Girl Scouts

- Medium-Term Goals
  - ITE Developed Outing Materials
  - ITE Journal for Kids
AREAS OF ACTION

3. Provide Relevant Exposure to the Transportation Profession to High School Students for Career Planning

- Long-Term Goals
  - Encourage Creation of K-12 Transportation Clubs
  - Transportation Club Traffic Bowl
AREAS OF ACTION

4. Establish ITE as a Valuable Resource to Guide High School Students Through Future Education & Career Decisions

- Medium-Term Goals
  - Create a Pre-University Membership Level
  - ITE Scholarship

- Long-Term Goals
  - ITE Curriculum
MEASUREMENT OF EFFECTIVENESS

- Website Visits
- Membership Statistics
- Pre-University Membership Enrollment
- Membership Engagement
- Partner Organization Benchmarking
- Post-Event Surveys
- Membership Surveys
TAKEAWAYS

● Setup Website as Central Information Hub
● Take Advantage of Existing Materials and Efforts
● Refine Materials and Initiatives into ITE Led Programs
● Appoint STEM Subcommittee to Move Initiative Forward
THANK YOU

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ITE COMMITTEES
STEM Section Addition to ITE Community