# TABLE OF CONTENTS

## HOW TO USE THIS DOCUMENT

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOW TO USE THIS DOCUMENT</td>
<td>1</td>
</tr>
<tr>
<td>Other Resources</td>
<td>2</td>
</tr>
<tr>
<td>District 6 WesternITE Website</td>
<td>2</td>
</tr>
<tr>
<td>District 6 College Happenings Newsletter</td>
<td>3</td>
</tr>
<tr>
<td>International ITE Website</td>
<td>4</td>
</tr>
<tr>
<td>Student Chapter Manual</td>
<td>5</td>
</tr>
<tr>
<td>International Student Member List Serve</td>
<td>6</td>
</tr>
<tr>
<td>District 6 ITE Cybervisor</td>
<td>6</td>
</tr>
<tr>
<td>Marketing these Resources</td>
<td>6</td>
</tr>
</tbody>
</table>

## CHAPTER ORGANIZATION

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER ORGANIZATION</td>
<td>7</td>
</tr>
<tr>
<td>Forming a New Chapter</td>
<td>7</td>
</tr>
<tr>
<td>Traditional Leadership Positions</td>
<td>8</td>
</tr>
<tr>
<td>President</td>
<td>8</td>
</tr>
<tr>
<td>Vice President</td>
<td>8</td>
</tr>
<tr>
<td>Secretary</td>
<td>8</td>
</tr>
<tr>
<td>Treasurer</td>
<td>8</td>
</tr>
<tr>
<td>Academic Advisor</td>
<td>8</td>
</tr>
<tr>
<td>Non-traditional Leadership Positions</td>
<td>9</td>
</tr>
<tr>
<td>Public and/or University Relations Director</td>
<td>10</td>
</tr>
<tr>
<td>Membership Director</td>
<td>10</td>
</tr>
<tr>
<td>Social Director</td>
<td>10</td>
</tr>
<tr>
<td>Photographer</td>
<td>10</td>
</tr>
<tr>
<td>Webmaster</td>
<td>10</td>
</tr>
<tr>
<td>District 6 ITE Cybervisor</td>
<td>11</td>
</tr>
<tr>
<td>Election Process</td>
<td>11</td>
</tr>
</tbody>
</table>

## CHAPTER PROMOTION

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER PROMOTION</td>
<td>12</td>
</tr>
<tr>
<td>Member Recruitment</td>
<td>12</td>
</tr>
<tr>
<td>Design Your Future Video and Brochure</td>
<td>13</td>
</tr>
<tr>
<td>University Recruitment Events</td>
<td>14</td>
</tr>
<tr>
<td>New Student Services</td>
<td>14</td>
</tr>
<tr>
<td>Member Involvement</td>
<td>15</td>
</tr>
<tr>
<td>Electronic Communication</td>
<td>16</td>
</tr>
<tr>
<td>Participation Incentives</td>
<td>16</td>
</tr>
<tr>
<td>Member Recognition</td>
<td>17</td>
</tr>
</tbody>
</table>
The *STUDENT CHAPTER BEST PRACTICES* document is a compilation of the most successful ideas and activities related to Chapter organization, promotion, technical activities, public service, social events, professional involvement and fundraising from ITE Student Chapters across the nation. Contributing universities include:

- Auburn University
- Brigham Young University
- California Polytechnic University, Pomona
- Georgia Institute of Technology
- Michigan State University
- Montana State University
- Pennsylvania State University
- Purdue University
- Ryerson Polytechnic University
- Texas A & M University
- University of Alberta
- University of British Columbia
- University of Florida
- University of Idaho
- University of Massachusetts, Amherst
- University of Nebraska
- University of Nevada, Las Vegas
- University of North Carolina, Charlotte
- University of South Florida
- University of Texas, Austin
- University of Wisconsin, Platteville
- Virginia Polytechnic University

Each of these universities has been recognized as outstanding at the District and/or International level by ITE.

This document can be used to: (1) guide the development of a new Chapter, (2) increase the overall activity level of an existing Chapter or (3) strengthen a specific area of an active Chapter that has historically been weak. To use this document most effectively, Student Officers initiating a new Chapter or looking to increase the overall level of activity of their Chapter should read this document in its entirety and select activities in *each* category that best suit the goals of their membership.

Student Officers looking to strengthen a historically weak area of their Chapter’s program can focus directly on the related section of the *STUDENT CHAPTER BEST PRACTICES* document for guidance.
OTHER RESOURCES

In addition to this STUDENT CHAPTER BEST PRACTICES document, Student Officers and general student members of ITE should frequently refer to the District and International resources below for additional guidance.

DISTRICT 6 WESTERNITE WEBSITE

The District 6 WesternITE Website (http://www.westernite.org/) provides comprehensive, student-focused information related to recent initiatives to encourage participation in ITE, award opportunities and internship openings. The site also provides a list of current Student Chapters, their Academic Advisors and links to the academic programs in transportation at each respective university within the District.
Accessible from the District 6 WesternITE Website, the College Happenings Newsletter (http://www.westernite.org/students/newsletter.htm) highlights notable Student Chapter activities in the District and notifies students of upcoming award deadlines and events.
INTRODUCTION

The International ITE Website (http://www.ite.org) also provides useful information for students including a description of the transportation profession (http://www.ite.org/career/index.asp), the Student Voucher Program (http://www.ite.org/membership/StudentVoucher.pdf) which waives International dues for new student members and the Student Resume Service (http://www.ite.org/student_resume/index.asp). Sample Student Chapter governance documents, award information (http://www.ite.org/students/index.asp) and an index of current Student Chapters (http://www.ite.org/sites/studentByName.asp) are also provided. The ITE Bookstore, Technical Information and Calendar of Events, also accessible through the Website, are of interest to both student and professional members of ITE.

INSTITUTE OF TRANSPORTATION ENGINEERS -- ITE - Microsoft Internet Explorer

Institute of Transportation Engineers

Support the ITE Professional Development Fund. Send your donation today!

ITE BOOKSTORE

2003 INTERNATIONAL EVENTS

ITE Annual Meeting

ITE Annual Meeting, held in conjunction with the ITE Annual Meeting
August 24-27, 2003
Washington State Convention & Trade Center
Seattle, Washington, USA

ITE BOOKSTORE

E-LEARNING

The Institute of Transportation Engineers, with its partners at Transportation Gateway, offers affordable, convenient learning opportunities for transportation professionals that can be accessed from office or home computers.

Already registered? Click here to login.

RESOURCES

Public Outreach

Now available! Click here to find out more.
Accessible from the International ITE Website, the Student Chapter Manual (http://www.westernite.org/students/newsletter.htm) provides additional information regarding Student Chapter organization, membership, activities and awards.
INTERNATIONAL STUDENT MEMBER LIST SERVE

To encourage collaboration between the student members of ITE, two student-focused list serves are newly available from International ITE. The first is limited to Student Chapter Presidents but the second is open to all student members of ITE. The intent of these list serves is to facilitate the exchange of ideas and support cooperative activities among Student Chapters in the U.S. and abroad. Student members of ITE in good standing and Student Chapter Presidents who have notified ITE Headquarters of their elected status are automatically eligible to participate in these list serves. To find out more, contact website@ite.org.

DISTRICT 6 ITE CYBERVISOR

For Student Chapter Officers needing more personalized or immediate assistance in the absence of their own Chapter’s Academic Advisor, District 6 ITE has established an online CyberVisor, accessible through the District 6 Website (http://www.westernite.org). Questions to or requests of the CyberVisor are automatically forwarded, via email, to one or more Academic Advisors in District 6 who have volunteered to assist students outside of their home university.

MARKETING THESE RESOURCES

To make the best use of the resources available to ITE Student Chapter members, initial marketing efforts are required to increase student awareness. Consider highlighting and demonstrating these traditional and electronic resources in an introductory meeting at the onset of the academic year. A similar meeting should be conducted annually to stay current with District and International initiatives and to target new student membership.
Well-established guidelines and expectations exist related to ITE Student Chapter organization. In particular, minimum requirements and recommended practices direct the formation of a new Chapter, the Chapter leadership structure and the leadership election process. While still meeting the minimum expectations in each of these areas, many Student Chapters have successfully modified or supplemented these processes for the better. These modifications have been manifested primarily in the creation of non-traditional leadership positions although non-traditional approaches to the election process have been introduced as well.

**FORMING A NEW CHAPTER**


In brief, students wishing to form a Chapter must provide: (1) a description of the transportation program at their university, (2) a roster of students currently serving as members of International ITE, (3) a copy of adopted *Student Chapter Bylaws* (4) a copy of the proposed *Student Chapter Charter* and (5) concurrence from a faculty member who is willing to serve as Academic Advisor and who is a member of International ITE in good standing to the District 6 Officers ([http://www.westernite.org/officers/currentofficers.htm](http://www.westernite.org/officers/currentofficers.htm)).

*Student Chapter Bylaws* and a sample *Student Chapter Charter* are available through the District 6 Website at [http://www.westernite.org/students/bylaws.htm](http://www.westernite.org/students/bylaws.htm) and [http://www.westernite.org/students/bylaws.htm](http://www.westernite.org/students/bylaws.htm), respectively and through the International ITE Website at [http://www.ite.org/students/index.asp](http://www.ite.org/students/index.asp).
TRADITIONAL LEADERSHIP POSITIONS

The *ITE STUDENT CHAPTER MANUAL* (1998) ([http://www.ite.org/aboutite/StudentChapManual.pdf](http://www.ite.org/aboutite/StudentChapManual.pdf)) outlines traditional Student Chapter leadership comprising a President, a Vice President, a Secretary, a Treasure and an Academic Advisor with respective duties as follows.

**PRESIDENT**

The President establishes and maintains contact with the Academic Advisor, chairs all business and general meetings, ensures active internal and external communications, involves the Chapter in community life, plans and organizes membership drives, enforces the Chapter’s *Charter* and *Bylaws*, supervises all Chapter activities and committees, names any committees and chairs and maximizes Officer strengths.

**VICE PRESIDENT**

The Vice President chairs any program and membership committees, organizes field trips or special events, oversees publicity and monitors committee progress.

**SECRETARY**

The Secretary maintains Chapter records, maintains and updates the Chapter library, submits articles to the *ITE Journal*, prepares the *Annual Report* and conducts all Chapter correspondence.

**TREASURER**

The Treasurer collects all Chapter dues, discharges all financial obligations incurred by the Chapter, keeps financial records, maintains current list of members and their status and prepares a financial statement annually.

**ACADEMIC ADVISOR**

The Academic Advisor supports Chapter growth and development, adds to the continuity of the Chapter by ensuring successful transition of successive
leadership, provides a liaison between the Chapter, the District and International ITE and promotes the professional and academic welfare of ITE Student Chapter members. The Academic Advisor must be a member of International ITE in good standing.

NON-TRADITIONAL LEADERSHIP POSITIONS

A number of Student Chapters across the nation have created supplemental leadership positions beyond the traditional President, Vice President, Secretary and Treasurer. These non-traditional leadership positions are beneficial because they: (1) allow Student Chapters to maintain a high level of activity without unduly burdening the traditional four Student Officers and (2) more actively involve additional members of the Chapter, providing ownership over some aspect of Chapter activities. This expanded leadership structure requires a greater level of coordination and consensus building among the leadership to ensure common Chapter goals and direction. The most common non-traditional leadership positions utilized by Student Chapters are described below.

PUBLIC AND/OR UNIVERSITY RELATIONS DIRECTOR

A Public and/or University Relations Director stays informed of University and non-University events that the Student Chapter may participate in and if interested, coordinates that participation. Activities may include representing the Chapter in larger University Governance Councils or coordinating the Chapter’s participation in general University events, public service activities off-campus or professional society activities with practitioners at the Chapter, Section, District or International ITE levels. The Georgia Institute of Technology elects a student to serve as the Georgia Section Liaison each year to ensure strong communication and coordination between student and professional members.
MEMBERSHIP DIRECTOR

A Membership Director is typically responsible for: (1) recruiting new members, (2) renewing existing memberships, (3) collecting dues, (4) maintaining Student Chapter membership databases and (5) working with International ITE Membership Services to enroll student members in the International organization. To be most successful in growing Student Chapter membership, the Membership Director should be enthusiastic about ITE’s offerings and not intimidated to speak publicly.

SOCIAL DIRECTOR

A Social Director plans and coordinates all aspects of Student Chapter social events. These social activities can include Chapter lunches or dinners, holiday parties, fielding a sports team or others.

PHOTOGRAPHER

A designated Photographer helps to ensure adequate documentation of Student Chapter activities and events. This is particular beneficial during the development of the Chapter’s Annual Report. Also, the photos can be used for recruitment of new members; compile a photo album of ITE activities that can be passed around or made available at recruitment events.

WEBMASTER

The duties of a Webmaster are well-focused but the workload can vary significantly depending on: (1) the development stage of the Student Chapter website, (2) the amount of information provided via the Internet and (3) the real-time nature of the information. If the website has been previously developed and designed in such a way to provide only general information about the types of activities undertaken by the Student Chapter, the Webmaster needs only update the leadership contacts each year.
Conversely, the website may be designed to provide more real-time information regarding upcoming events. As such weekly or monthly postings must be made to the website, greatly increasing the workload. Example Student Chapter websites can be accessed through the District 6 WesternITE Website at [http://www.westernite.org/students/chapters.htm](http://www.westernite.org/students/chapters.htm). For Student Chapters interested in creating a new webpage or redesigning an existing webpage, thought should be given to website services and maintenance prior to any design work.

**DISTRICT 6 ITE CYBERVISOR**

For Student Chapter Officers needing more personalized or immediate assistance in the absence of their own Chapter’s Academic Advisor, District 6 ITE has established an on-line *CyberVisor*, accessible through the District 6 WesternITE Website ([http://www.westernite.org/](http://www.westernite.org/)). Questions to or requests of the *CyberVisor* are automatically forwarded, via email, to one or more Academic Advisors in District 6 who have volunteered to assist students outside of their home university.

**ELECTION PROCESS**

Elections for both traditional and non-traditional leadership positions are typically held in the Spring for the subsequent academic year or in the Fall for the current academic year. Historically, the voting process has been conducted in-person as part of a general meeting or via mail. The University of Massachusetts, Amherst conducts their leadership elections via email, greatly increasing the proportion of voting members. Newly elected Student Chapter Officers should provide their contact information and elected position (i.e., President, Secretary) to both the District 6 Career Guidance Chair ([rosales@pbworld.com](mailto:rosales@pbworld.com)) and International ITE ([website@ite.org](mailto:website@ite.org)).
Overall Student Chapter promotion involves: (1) efforts to recruit new members, (2) mechanisms to involve existing members and (3) member recognition.

MEMBER RECRUITMENT

Member recruitment for Student Chapters should focus on both undergraduate and graduate students. Montana State University gained the cooperation of the CE 101 Introduction to Civil Engineering instructor in requiring freshman to attend at least two professional society meetings (ASCE, ITE, etc.) during the semester to enhance their understanding of the CE sub-disciplines. As such, several freshmen are now student members of the Montana State University ITE Student Chapter. Oftentimes, involving undergraduate students in the ITE Student Chapter leads to the pursuit of graduate school, transportation-related internships and Chapter leadership positions.

The presence of an active American Society of Civil Engineers (ASCE) Student Chapter should not preclude undergraduate or graduate student recruitment; many students are members of both ASCE and ITE. Each organization offers minimal student membership dues and enough unique activities that dually benefit students. Joint activities among both student groups, including participation in pre-college recruitment activities or hosting
technical presentations of common interest, encourage a cooperative rather than competitive relationship.

High membership levels can be obtained by pursuing many routes for Student Chapter promotion. Traditional promotion activities include announcements in transportation-related classes, informational fliers posted or distributed and informal one-on-one discussions with students, each describing ITE activities. These traditional means are still effective and should be integrated into any Student Chapter member recruitment effort. Solicit assistance from your Academic Advisor and other transportation-related faculty members at your institution for these types of activities; an endorsement from a faculty member can oftentimes be influential. As added incentive to join, the University of North Carolina at Charlotte offers a free bumper sticker to new ITE members.

New member recruitment efforts should take place continuously throughout the year though more concerted efforts should be made at the beginning of each new quarter or semester.

**DESIGN YOUR FUTURE VIDEO AND BROCHURE**

In 2001, the International ITE Chapter created the *Design your Future* video that provides an excellent recruitment tool. Each Academic Advisor was provided with a copy of this video which introduces transportation engineering as a career option. This video should be shown during introductory Student Chapter meetings or in the transportation classes each quarter or semester if the instructor is willing to allow the time; approach them with the request early so that they can plan for it in their class syllabus (the prior quarter or semester). Copies of the companion brochure, designed by Florida International University, are also available from ITE Headquarters for distribution.
UNIVERSITY RECRUITMENT EVENTS

Participation in University recruitment events such as annual career fairs, engineering open houses and others provides a broad audience for Student Chapter member recruitment.

A number of Student Chapters take advantage of this recruitment opportunity. Purdue University sets up an informational booth each Fall that notifies the general student body of ITE Student Chapter membership benefits. Current Chapter members volunteer to work at the booth and encourage students to fill out membership applications. The University of Florida displays TRAF-NETSIM, PASSER II, AUTOSCOPE and others at their booth for their University’s annual Engineering Fair. Auburn University operates a shuttle system for Engineering Day, their College of Engineering’s Open House, for prospective students. The shuttle system, utilizing vans, is designed to facilitate the transportation of visitors from a designated parking lot to the event. The students also provide direction and traffic control for visiting school buses arriving on campus.

NEW STUDENT SERVICES

With a focus more on recruitment of graduate student members, Texas A&M University initiated a New Student Assistance Program intended to assist new graduate students in becoming oriented to the activities, procedures and facilities at the University and the local community. The program’s itinerary includes a full day of meetings with Student Chapter members and faculty. Each new student enrolled in the graduate program is contacted by a
Chapter “buddy” prior to their campus arrival to assist with any questions or concerns.

The University of Massachusetts at Amherst provides a similar service. The Student Chapter members work with faculty members to coordinate visits with prospective students interested in attending the University. Typically, a group of Chapter members spends about an hour with prospective students providing a student’s perspective of issues or concerns about the University.

**MEMBER INVOLVEMENT**

Once agreeing to join, it is important to integrate new ITE members into the overall Student Chapter membership (i.e., add them to mailing lists, invite them to upcoming events, etc.) so that they immediately recognize the benefits of joining. The Student Chapter President at California Polytechnic University, Pomona has personally sent welcome letters to each new individual joining ITE.

Traditionally, Student Chapter members are notified of upcoming activities, events and opportunities through postings on a Chapter bulletin board visibly located in their Department or through periodic hard copy newsletter publications at the Chapter, Department, College or University level.

The University of British Columbia promotes their Chapter’s news, seminars and activities in *Civilization*, the weekly newsletter distributed to all Civil Engineering students at UBC and the *Engineering Undergraduate Society (EUS) Newsletter* distributed monthly to all engineering students. Similarly,
the University of Nebraska prints meeting announcements in the *Blueprint*, the College of Engineering and Technology’s weekly publication for students.

**ELECTRONIC COMMUNICATION**

More recently, a number of Student Chapters are using electronic means to communicate with and involve their membership. Electronic mailing lists, list serves, newsletters and websites have, in many instances, replaced hardcopy mediums.

Electronic mail (i.e., email) and list serves can alert or remind members of upcoming activities, events or opportunities or facilitate discussion forums for transportation-related topics. Websites and electronic newsletters are better suited for less dynamic information exchange. [Http://www.westernite.org/students/chapters.htm](http://www.westernite.org/students/chapters.htm) provides links to example Student Chapter websites.

**PARTICIPATION INCENTIVES**

Adequate notification of events and activities does not always result in high levels of Student Chapter member participation. As such, participation incentives should be integrated into your program. Most commonly, food and beverages are included in activities or events as added incentive to participate.

A more assertive approach is to make participation in a particularly desirable event (i.e., attending the *Transportation Research Board’s Annual Meeting* or participating in an out-of-state field trip) dependent on member attendance and participation throughout the year. For example, a student member that attended each technical presentation and volunteered for *Adopt-A-Highway* would be selected to participate in the out-of-state field trip over a student member that had not participated in any other events. The Student Chapter Secretary is responsible for tracking member attendance and participation.
MEMBER RECOGNITION

Student members should be encouraged to actively participate in events and compete for awards at the Chapter, Section, District and International levels. Award and competition information for District 6 can be found at http://www.westernite.org/students/competition.htm. At the International level, award information can be found at http://www.ite.org/awards/index.asp and scholarship/fellowship information can be found at http://www.ite.org/education/scholarships.asp.

These opportunities require initial and ongoing marketing by the Student Chapter Officers and the Academic Advisor to gain sufficient student involvement. Highlighting these opportunities at the onset of the academic year and setting concurrent Chapter and individual member goals for achievement can be an effective motivator.

Actively promoting the resulting individual student member and overall Chapter accomplishments will lead to a more supportive, dedicated and participatory Chapter. At regular Chapter meetings, via email and in electronic newsletters, accomplishments related to student presentations, publications and awards should be announced. Student Chapter Officers should also work with Chapter, Section, District and International leaders to allow for student recognition in professional ITE forums as well.

The value of member recognition internally within the Student Chapter should also not be overlooked. Student Chapter Officers or the Academic Advisor can select student members for Outstanding Contribution, Most Inspirational, Best Attendance, or other awards. Recognition certificates can be presented during a final year event such as a graduation party, technical presentation or other.
Technical activities, categorized as: (1) on-site technical presentations, (2) field trips and (3) project involvement, should comprise much of a Student Chapter’s annual program.

ON-SITE TECHNICAL PRESENTATIONS

Local transportation professionals are very willing to provide on-site technical presentations to Student Chapters if asked. Most Student Chapters across the nation take advantage of this opportunity. The formal ITE Seminar Series at the University of Massachusetts, Amherst includes participation of academics from other departments to demonstrate the overlap between transportation and other disciplines. Each seminar participant is presented with a t-shirt as a token of appreciation.

At Purdue University, students involved in research projects hold weekly technical presentations of their ongoing research. These presentations provide students with a chance to discuss their current status of research and also provide the opportunity to improve their presentation skills with advice from their peers and professors.

Oftentimes, Student Chapters can attract non-local transportation professionals to speak to their Student Chapter for little or no cost if the participating professional can combine the visit with employee recruitment activities. Student Chapters can support these types of visits by advertising...
the employment opportunity among its members and assisting with interview logistics, in addition to scheduling and advertising the technical presentation.

Student Chapters should also not overlook involving ITE leadership as technical speakers. Chapter, Section, District or International leaders are very willing to coordinate a University trip as their schedule allows.

Invitations to District and International leaders should be extended early to allow for some flexibility in scheduling.

FIELD TRIPS

In addition to bringing guest speakers on-site at your institution for technical presentations, Student Chapters can visit transportation professionals in their workplace and observe state-of-the-art transportation projects or facilities.

LOCAL FIELD TRIPS

Field trips can vary dramatically in duration, level of effort and costs. Field trips to local transportation facilities may consume only a few hours in the afternoon, are relatively easy to plan by contacting the local facility manager and may be attended using personal transportation.

The University of Florida takes advantage of several local transportation facilities including the Gainesville Traffic Engineering Department, the Florida Department of Transportation Materials Testing Laboratory and the Walt Disney World Transportation Department. Brigham Young University tours the Union Pacific Railroad signal laboratory and the Utah Department of
Transportation’s traffic signal laboratory to view the operations center and learn about traffic signal software, hardware, cabinets and coordination. Ryerson Polytechnic University toured Highway 407 during its construction, was given a detailed presentation of the financing and scheduling of this project and watched a section of highway being paved.

**NON-LOCAL FIELD TRIPS**

If the facility of interest is more than eight hours away, one or more overnight stays is required, adding to both the level of planning effort required and the cost of the field trip. For multi-day field trips, transportation, lodging and food have to be arranged in addition to the technical aspects of the tour. Nonetheless, several Student Chapters have successfully conducted non-local field trips.

The University of Nebraska traveled to Chicago, Illinois where student members took the L train, toured the Chicago Transit Authority’s control center and visited the offices of Shadow Traffic Network at the top of the John Hancock Building. Two days were required to drive to and from Chicago, Illinois from Lincoln, Nebraska. Similarly, Montana State University has traveled by bus to Seattle, Washington; Portland, Oregon and Las Vegas, Nevada to participate in multi-day field trips consisting of two days of various technical tours and two days of travel.

The Internet provides a great resource for identifying technical tours and contacts as well as transportation and lodging information. Fundraising for
non-local, multi-day field trips should begin early in the academic year to allow time for sufficient funds to be raised to offset either all or a portion of student field trip costs.

When planning non-local field trips, every effort should be made to coordinate joint activities with the local Student Chapter if feasible. Local students could be invited to join the arranged technical tours, provide a tour of their university campus or participate in a joint social event. While visiting various transportation facilities and projects in Los Angeles, California, Montana State University was joined by California State Polytechnic University, Pomona students for both a technical tour of the Disneyland transportation facilities and a joint dinner at the ESPN Zone in Downtown Disney. A joint lunch on the California State Polytechnic University, Pomona campus was also held.

**CONJUNCTIVE FIELD TRIPS**

Field trips can also be planned in conjunction with other activities or events such as regional or national conferences. While attending the Transportation Research Board’s Annual Meeting in Washington, D.C., Michigan State University visited both the Turner-Fairbanks Highway Research Center in McLean, Virginia and the air traffic control tower at Reagan National Airport. Conjunctive field trips often enhance the student’s experience and exposure to transportation facilities and are oftentimes more feasible than trying to raise funds for both a field trip and conference travel. Again, opportunities to involve members from other Student Chapters in field trip activities should be pursued.
PROJECT INVOLVEMENT

Student participation in on- or off-campus technical projects provides an excellent opportunity for hands-on experience and oftentimes, an opportunity to raise funds for the Student Chapter. Some initial marketing is required to make on- or off-campus entities aware of the services the Chapter can offer. *In all cases, appropriate training and safety measures must be instituted to maximize professionalism and to minimize risk to Student Chapter members.*

Student Chapters commonly participate in traffic volume and speed, pedestrian, parking occupancy, seatbelt usage, signage and other studies. The University of Nevada, Las Vegas partnered with University administration to develop a Facilities Management System that better utilizes existing parking and structures for the campus. Using Geographic Information Systems, students assisted in optimizing the use of classrooms, as well as transportation and traffic facilities, including parking facilities.

The University of Nebraska conducted a vehicle occupancy study for the City of Lincoln using a screen-line method at 25 locations. Twenty-one Student Chapter members volunteered their time to count vehicle occupants during morning and evening peak hours. After the data collection was complete, the data was compiled and tabulated into a computer spreadsheet. Similarly, the University of Wisconsin, Platteville conducted customer travel surveys inside three different video stores in support or a trip generation study. Virginia Polytechnic University has made their Student Chapter available to the Town of Blacksburg’s Traffic Engineering Department for any type of traffic study that may be required in an effort to assist the Town, gain experience for Student Chapter members and raise funds for their Chapter.
TECHNICAL COMPETITIONS

Student members should actively participate in technical activities and compete for awards at the Chapter, Section, District and International levels.

PAPER COMPETITIONS

Student technical paper awards are offered within District 6 (http://www.westernite.org/students/competition.htm) and through International ITE (http://www.ite.org/awards/index.asp). Further, student technical paper competitions are conducted by many of the Chapters and Sections each year. Most of these competitions provide a monetary award to the winning student.

DISTRICT 6 JAMES H. KELL COMPETITION

The District 6 James H. Kell Student Competition (http://www.westernite.org/students/competition.htm) encourages student members to attend and participate in the District 6 Annual Meetings. The exact nature of this competition varies each year but is designed to promote the interaction of students and professionals, to provide an atmosphere in which students can seek mentoring and to monetarily reward students for participating in the competition and presenting the solution judged best.

TRAFFIC BOWL COMPETITION

The Traffic Bowl competition, mimicking common game show themes, has become infamous at Chapter, Section, District and International levels. Student Chapters can coordinate Traffic Bowl competitions either as joint events with professionals or within their Chapter having only student participants. Questions can comprise a mix of legitimate technical topics, acronyms, transportation trivia and more.
Public service activities most commonly involve pre-college education efforts or community service activities.

**PRE-COLLEGE EDUCATION**

A number of Student Chapters participate in pre-college education programs, focusing on elementary through high school age students.

**EXPANDING YOUR HORIZONS**

*Expanding Your Horizons* ([http://www.expandingyourhorizons.org/](http://www.expandingyourhorizons.org/)) is a national program designed to interest junior high school girls in math and science related careers. Each year, Montana State University prepares and facilitates a transportation demonstration entitled *The Chicken or the Egg* that exhibits the relationship between growth, development and transportation. Using computer applications and some carefully constructed scenarios, participants see first hand how transportation affects population, employment and the environment.

**MATH COUNTS**

*Math Counts* ([http://www.mathcounts.org/](http://www.mathcounts.org/)) is a national coaching and competition program that promotes mathematical achievement by middle school students. Nearly 6,000 middle schools across the nation participate each year. The Purdue University Student Chapter volunteers in the program at their local middle schools.
The Transportation and Civil Engineering (TRAC) Careers Outreach Program, administered by the American Association of State Highway and Transportation Officials (AASHTO), is a national program aimed at increasing interest in Civil Engineering among minority high school juniors and seniors. Through this program, Civil Engineering college students are teamed with professional engineers from the community and together present an interactive learning experience for high school students. The University of Florida participates in this program visiting several high schools and presenting at the County Science Fair.

FHWA’s Education Pages

The Federal Highway Administration’s Education Pages provide links to other national pre-college education programs, transportation-related information targeted by age group (kindergarten through fifth grade, sixth through eight grade, etc.) and transportation-related project ideas and instructional aids.

A link to the Garrett A. Morgan Transportation and Technology Futures Program is also provided which provides additional transportation-related pre-college education resources.
COMMUNITY SERVICE

The University of Texas, Austin provides volunteers for the City-wide annual Bike to Work Day to encourage cycling as a means of commuting to work.

Student Chapters participate in a variety of community service projects annually including Bike/Walk to Work Days, Adopt-A-Highway, Boy and Girl Scouts of America and charity drives.

BIKE TO WORK DAY, WALK TO WORK DAY

Active participation in and promotion of national Bike to Work and Walk to Work Days is a fitting activity for Student Chapters of ITE. The University of Texas, Austin provides volunteers for the City-wide annual Bike to Work Day to encourage cycling as a means of commuting to work.

To instill use of alternative transportation modes at a young age, consider participating in the International Walk to School Day Program. Information about this program can be found at http://www.walktoschool-usa.org/ including tips to organize an event yourself.
ADOPT-A-HIGHWAY

Departments of Transportation in each state operate a statewide Adopt-A-Highway Program. Many Student Chapters have adopted a portion the highway system and are responsible for picking up litter along that section of highway. Virginia Polytechnic University participates in Blacksburg’s Adopt-A-Spot Program by keeping two roadsides clean of obstacles and debris. To participate, contact your State Department of Transportation.

BOY AND GIRL SCOUTS OF AMERICA

Members of the University of Nevada, Las Vegas Student Chapter assisted local engineering professionals from the community in teaching engineering fundamentals to local Boy Scout Troops. In a single day, approximately 120 Boy Scouts were able to qualify for their Engineering Merit Badge.

CHARITY DRIVES

Activities such as food and clothing drives or Bowl-for-Kid’s Sake events that serve to raise funds for community programs may be unrelated to transportation but are nonetheless rewarding for Student Chapters to participate in. The University of Massachusetts at Amherst conducted a food drive to collect donations for the Amherst Survival Center. The event ran for three weeks. Similarly, the University of Florida volunteered for the Energy Conservation 5K Fun Run by setting up and monitoring the road course so that 200 runners would be safe from traffic.
Social events play an important role in: (1) bringing the Student Chapter membership together by developing long-term friendships and (2) rewarding Student Chapter members for their volunteer efforts throughout the year.

INFORMAL GATHERINGS

Informal gatherings hosted by Student Chapters include kickoff, holiday and graduation parties. Often, these events are potluck and are frequently held at the home of the Student Chapter Academic Advisor. These events may include other ITE professionals or university alumni.

The University of Alberta, Edmonton hosts a *Dinners of the World Christmas Party* where Chapter members and faculty prepare and share dishes from a variety of countries. Similarly, Purdue University hosts an *International Cuisine Night*.

SPORTS

Many ITE Student Chapters choose to participate in formalized sporting events by fielding soccer, softball, hockey or other teams through intramural sports programs at their university or in their community.
Requiring less commitment and athleticism, Student Chapters may also go bowling or skating as a group. The University of Alberta at Edmonton hosts a skating party each year in Hawrelak Park near their university.

NON-TECHNICAL COMPETITIONS

Non-technical competitions provide a great way to encourage involvement as long as the competition is viewed as enjoyable. Virginia Polytechnic University sponsored an ITE Student Chapter logo competition open to the entire university. Student Chapters can also hold competitions for t-shirt designs and then later sell these t-shirts as a fundraiser to support Student Chapter activities.

Student Chapters that have not yet developed a website or are looking to improve an existing website can initiate a website design competition. Interest in website design is much broader than the ITE Student Chapter so this competition may be opened up to participants from the larger university. Criteria for award selection could include the general appearance of the website, the ease of maintenance, the applicability of information and related links, the general organization of the website and other.

Montana State University conducted a digital scavenger hunt as part of their Christmas Party where teams of four, armed with digital cameras, were dispatched around the community in search of humorous items or activities. Under a strict time limit, the teams returned to the party where their photos were projected for all members to see and score.
PROFESSIONAL INVOLVEMENT

It is important for Student Chapters to be actively involved with the Chapter, Section, District, and International levels of ITE and the broader professional community to encourage job placement and enhancement of technical expertise.

TRANSPORTATION JOB PLACEMENT

Many Student Chapters compile annual resume books containing resumes for students looking for both part-time employment while in school and full-time employment upon graduation. These resume books provide a valuable service both to Chapter members looking to gain experience or employment and to the professional community. These resumes can also be posted on the Student Chapter’s website making them more readily accessible to interested employers. Georgia Institute of Technology produces an ITE resume book and makes copies available in the Employment Room at the Transportation Research Board Annual Meeting.

Texas A&M University produces nametags for each of their Student Chapter members to encourage professional/student relationships.

Several Student Chapters hold transportation-related career fairs that are smaller in scope than College or University-wide events. Student Chapters can also work with employers on a one-to-one basis to schedule and promote on-campus student interview opportunities. To facilitate on-campus recruiting, Texas A&M University produces nametags for each of their Student Chapter members to wear at formal functions to encourage professional/student relationships.
Oftentimes, Student Chapter job placement activities occur independently from the university’s career services. Instead of competing for participants or providing duplicate services, Montana State University partnered with its Career Services office to: (1) effectively advertise employer visits through the Student Chapter, (2) efficiently handle interview logistics through Career Services and (3) reduce the fees charged by Career Services for Student Chapter members. This agreement has increased involvement of Civil Engineering students in Career Services on-campus recruiting tenfold.

During the second half of the academic year, consider holding a Student Chapter meeting focused on job placement tools and strategies. Student Officers can solicit the help of their university’s Career Services office to provide a speaker or demonstration describing their services or more general information related to resume development or interview techniques. This information should be supplemented with information and demonstrations related to ITE’s job placement programs. Temporary (i.e., internship, summer employment) and permanent employment opportunities are available through the District 6 WesternITE Website at http://www.westernite.org/students/internships.htm and the International ITE Website at http://www.ite.org/student_resume/index.asp.

During this meeting or at other times, students who are seeking permanent employment should be counseled about negotiating continued ITE involvement as part of their initial employment contract. For example, a student/prospective employee may request that their annual ITE membership dues be paid by the employer, that they have at least one employer-sponsored trip to an ITE conference each year or that the employer support their continued active involvement in ITE and be supportive of pursuit of leadership service within the Institute.
MEETING/CONFERENCE ATTENDANCE

Whenever possible, Student Chapter members should plan to attend Chapter, Section, District and International conferences to gain technical expertise and network with professionals. This typically requires an effective fundraising effort early in the year to support travel expenses, particularly for District and International conference attendance. Concurrently, Student Chapter Officers should develop a plan for selecting which students are eligible to attend if funding is constrained. This selection process may be based on whether the student is presenting a technical paper at the conference, the level of participation in ITE activities up to the event or a lottery-style drawing.

In the Mid-Atlantic Section, Student Chapters work with Section leaders to host a Section Meeting on their university campus at least annually. Student Officers coordinate the meeting logistics and student members provide at least 25% of the presentations during the meeting. During these meetings, every participating student is assigned to a Section member “buddy” who facilitates introductions to other professional members in the Section.

In addition to regular meeting and conference programs, ITE is striving to incorporate more student-only events that allow students from different universities to mingle and establish relationships. These range from an annual Student Night that is more social to student technical competitions that pair students from different universities on the same team. Supplementing established and ongoing events, the University of British Columbia created an Annual Student Presentation Competition with the Greater Vancouver ITE Section. The event is carried out at one of the Section’s monthly meetings. Three students or groups of students are selected to present. The prize for the winning presentation is $250.
Fundraising is an integral part of any Student Chapter’s level of activity and subsequent success. As such, it requires focused attention early in the academic year and careful monitoring throughout the year.

MEMBERSHIP DUES

Student Chapter membership dues, typically $20 or less, can generate significant funds to support annual Student Chapter activities. These Student Chapter dues are in addition to the $20 dues paid to International ITE. The New Student Voucher Program, introduced by International ITE in 2000, waives the $20 dues for first-time student members, resulting in many students paying only university Student Chapter dues.

UNIVERSITY SUPPORT

Student Chapters Officers, particularly of new Student Chapters, should not overlook support that may be available directly from their University. University-level governance councils may provide annual funds to each student club. Also, the Department or College may be able to offer either limited annual funds or one-time monetary support for a particular activity or event.

The University of Florida ITE Student Chapter participates in the Benton Engineering Council (BEC) which is the legislative coordinating body for 4,000 engineering students and 35 student organizations. The BEC has the authority to allocate money to member societies for the execution of engineering projects and events, subject to Finance Committee and full
membership approval. Ryerson Polytechnic University receives annual contributions from the College of Engineering, the Civil Engineering Department and the Ryerson Engineering Student Society.

**GENERAL DONATIONS**

Outside of the university, the professional community is often willing to offer general support of a Student Chapter by donating funds or resources if made aware of what the needs are.

If Student Chapter needs relate to travel, frequent flyer miles can also be donated, though this is a little more challenging logistically. Direct communication between a donor and a sponsored student should occur to allow the donor to arrange an award ticket in the sponsored student’s name and discuss any travel itinerary constraints.

Michigan State University has received donations from the Michigan Section of ITE and several local companies to support their trip to Washington D.C. to attend the Transportation Research Board Annual Meeting. Rather than requesting direct monetary contributions, the University of Idaho has requested donated meeting refreshments from a local Safeway store. In return, the store receives free advertising; on the flyers for ITE meetings, the students listed “refreshments were generously provided by Safeway”.

**MERCHANDISE SALES**

Merchandise sales on-site at the university, at conferences or at other events are common fundraising methods for Student Chapters. Items sold include sodas, doughnuts, t-shirts, sweatshirts, hats, glasses, calendars and more.
The University of Wisconsin, Platteville sells sodas in conjunction with another student club's bratwurst sales throughout the year. The soda sales raise approximately $10 per week with free lunch provided to those Chapter members manning the sales booth. The Chapter also sells doughnuts in the morning, raising approximately $9 per week.

Non-edible merchandise usually bears the university logo in conjunction with the ITE logo; permission to use both is required from the appropriate university contact and ITE Headquarters. When pursuing merchandise sales as a fundraiser, always consider the costs related to the item, production, mailing and other when setting your sales price. Some of the most popular merchandise items are not necessarily the best fundraising items.

If notified early, booth space can be arranged free of charge to Student Chapters at Chapter, Section, District or International ITE meetings as a fundraising venue. Contact the Vendor/Exhibitor registration coordinator to request booth space and confirm its free-of-charge status for Student Chapters.

**FUNDRAISING EVENTS**

In addition to merchandise sales, fundraising events can provide both an enjoyable time for participants and raise significant funds for the Chapter.

Golf tournaments are a great fundraising event, both in terms of enjoyment and profit. Golf courses are usually willing to give significant green fee discounts for fundraising events and golf equipment manufacturers will usually donate generous prizes. Local restaurants and businesses may also be willing to donate prizes for a non-profit tournament.
The University of North Carolina, Charlotte sponsors an annual golf tournament with participation from local professionals, Student Chapter members and professors. Students are paired with professionals for networking purposes. A cookout is provided at the end along with prizes for the winners of the golf tournament. Similarly, the Michigan Section of ITE sponsors an annual golf tournament with the proceeds going towards the Michigan Education Fund. Student Chapter members help run the event each year.

Other fundraising events have included the University of Wisconsin, Platteville’s Dunk-a-Prof event, raising approximately $110 for the Student Chapter. Seven participating professors and a crowd of students helped to ensure a good time. The Georgia Institute of Technology solicits non-monetary donations each year and holds an annual garage sale with the proceeds used to support annual Chapter activities. Student Chapter members manage the sale and celebrate with an informal social immediately afterwards.

TECHNICAL ACTIVITIES OR SERVICES

With respect to technical activities or services, Student Chapters commonly: (1) perform project data collection or analysis activities in exchange for a monetary donation to the Chapter or (2) volunteer to help with conference logistics and activities in exchange for travel or conference registration expenses. As an example of each, the University of Nebraska raised $965 for their Student Chapter by assisting with a vehicle occupancy study for the City of Lincoln and Purdue University Student Chapter members annually receive free Annual Road School registration by assisting with the registration, logistics and session monitoring during the meeting.
Each year, Montana State University’s Student Chapter of ITE works cooperatively with the ASCE Student Chapter, the Bio-Resource Engineering (BREN) Club and the Department of Civil Engineering to plan, coordinate and facilitate the Department’s Spring Engineering Festival. The Festival allows professionals to gain continuing education credits in four technical tracks and offers an Employment Fair and software training. The $150 registration fee for the Festival results in proceeds of approximately $3,000 for each participating Student Chapter for their assistance in organizing the Festival.

More unique and creative ways have been introduced in recent years to both provide a technical service and to raise funds for Student Chapter activities. Auburn University maintains a computerized membership database for the Alabama Section and provides mailing labels, membership rosters, and other material to the Section upon request. The Chapter also prepares and prints a membership directory for the Alabama Section in exchange for Chapter support.

The University of Nevada, Las Vegas catalogued papers and presentations of past ITE District 6 Annual Meetings on a CD ROM with a search index making it convenient for anyone to search and find papers on a particular topic. The Chapter received funds from District 6 for the service and was allowed to sell the CD ROM, with the proceeds going to the Student Chapter, for the first year before turning over the sales to International ITE.
New in 2002, International ITE provided past Student Chapter award winners with the opportunity to raise additional funds for their Chapter by designing a Design Your Future companion brochure. Each Student Chapter participating received $500 and the winning Student Chapter, Florida International University, received $2000.

ENDOWMENTS

Endowments help to eliminate or significantly reduce ongoing annual fundraising requirements to support Student Chapter activities but require significant effort up front.

An endowment allows annual funds to be made available through interest earnings on capital funds. For example, Student Chapter funds raised can be deposited in an endowment. Once the endowment reaches a minimum amount (usually $15,000), the Student Chapter can utilize the interest generated from this account (usually 5% or $750 per year for a $15,000 endowment fund) to support annual activities. Once the minimum endowment amount is met, the interest earnings are available annually for as long as the account is in existence.

To initiate an endowment fund, concurrence from your CE Department is required. If supportive, an endowment Terms of Account agreement is cooperatively drafted by the Student Chapter Officers, the CE Department and the Foundation or fundraising office at your university. This agreement details the potential source of financial gifts (i.e., alumni, friends, etc.), the general activities that the fund will support (i.e., travel, scholarships, etc.) and the fund investment and management responsibilities. An example of such an agreement for Montana State University is provided below.

In 2001, Montana State University initiated an ITE Endowment Fund with a four-year goal amount of $100,000 ($5,000 annually). Through student and faculty donations, college match, ITE support, private and corporate donations, the Student Chapter raised $27,000 in their first year.
Initial endowment funds can be raised through any and all of the fundraising strategies discussed to date. Donors from the professional community can include individuals or corporations. University alumni are particularly willing to support this type of endeavor. It may also be possible to get a commitment from the Department or College to match student or faculty donations to the endowment fund.

In 2001, Montana State University initiated an ITE Endowment Fund with a four-year goal amount of $100,000 (5% or $5,000 annually). Through student
donations faculty donations, college match, ITE support, private and corporate donations, the Student Chapter raised $27,000 their first year.

For additional resources, information and guidance, contact your Chapter, Section, District (http://www.westernite.org/officers) or International elected leaders or the staff at ITE Headquarters (ite_staff@ite.org).

THEY’RE HERE TO HELP!

Special thanks go to Heather Talbert, Chapter Services Associate, ITE Headquarters and contributing ITE Student Chapters. Well done!