



PUBLIC RELATIONS COMMITTEE STRATEGIC PLAN

Mission Statement

The Public Relations Committee strives to inform not only the general public of the important role ITE plays in the planning, implementation, and safety of transportation systems but also serve as a conduit for information and publicity between the Western District leadership and local Sections and Chapters. Strong and positive public relations will ensure that the public and our local leadership recognizes the important role that transportation professionals play in improving our quality of life and enhances the credibility of ITE members.

Long Term Strategic Goals and Action Items (within 2 years)

- 1.** Enhance the transportation profession and awareness of ITE by publicizing accomplishments, recognizing professional achievement and developing better skills to communicate with the public frequently, effectively and proactively.
- 2.** Coordinate with the WesternITE Editor, the District Web Manager regarding procedures for submitting materials and the use of the Western District's social media accounts including Facebook, LinkedIn, and Twitter to publicize events, news, and accomplishments.
- 3.** Recruit additional committee members to assist in completing action items and assume responsibilities as goals for the committee increase. Main tasks for additional committee members will include assisting with the Lifetime and Individual Annual Award video production, maintaining databases of local Section and Chapter leadership, prioritizing information for distribution, and obtaining and disseminating critical Western District information (awards, news, webinars, etc.).
- 4.** Develop a social media action plan based on the final report from social media consultants, StrongArm Communications. Action plan will focus on adopting recommendations from the consultant and effectively leveraging our three social media platforms, Twitter, Facebook, and LinkedIn, to promote the Western District, attract new members, and streamline sharing news and information with the general public and membership.

Annual Strategic Goals

- 1.** Among the many awards presented to Western District membership at the Annual Awards Banquet at the Western District Meeting are the Lifetime Achievement Award and the Individual Achievement Award. These awards reflect significant life-long and individual accomplishments performed by members for the Western District. To enhance the prestige of these two awards, the

Public Relations Committee Chair will lead the production of videos honoring the two award winners under the guidance of the Western District Past-President.

The Past-President usually learns of the award winners in late January or early February and will lead the effort to gather photos, video, and testimonials for inclusion in the video. The Public Relations Committee will produce a draft video for review in May and a final video will be available in late May or early June. The videos will be shown at the Annual Awards Banquet and posted on the Western District website.

Following the Annual Meeting, a letter of acknowledgement will be sent to the winners' employers and local section or chapter notifying them of the award. The videos and any extra photos or testimonials not used in the video will be sent to the award winners.

2. The Public Relations Committee will act as a liaison between Western District leadership and local Section and Chapter leadership. In the past this has included opportunities for webinars hosted by ITE members, acknowledgement of awards and recognitions from other publications (university magazines, other professional organizations, internal ITE articles, etc.)

3. Development and production of a stand-alone video highlighting the Western District and transportation planning and engineering profession will be developed by the Public Relations Committee every few years. The video will be shown at Annual Meetings, Section and Chapter meetings, and at student chapters to market participation and membership in ITE. An initial video was created in 2019 for \$2500 and it is expected new videos will be produced every four to five years.

Revised Paul Stanis (August 2021)