



## WEBSITE COMMITTEE STRATEGIC PLAN

---

### **Mission Statement**

To bring District leadership, chapters, and individual members closer together through the web, and to provide a central location for all District related information and resources.

### **Long-term Strategic Goals (5+ years)**

This section should include the long-term strategic goals and innovative ideas for the committee. Consideration should be given to the long range strategic plan of ITE-International, and the committee should describe in particular how its goals relate to the Western District's 5 Strategic Focus Areas below:

- Allow all members to easily access District information and resources.
- Provide a potential source of income for the Student Endowment Fund.
- Host an array of technical papers and presentations.
- Serve as a central platform for webinar programming, including registration, communications, and access to content.

**Student Initiatives:** Encourage, support and provide opportunities to attract retain and develop the most talented students into transportation professionals.

**Career Development:** Provide opportunities for professionals to advance their transportation career development by promoting the growth of mentoring and professional liaison programs in the District and engaging young professionals into Institute activities.

**Technical Excellence:** Generate opportunities and support for the development of technical excellence in the profession.

**Social/Networking:** Create a platform for the transportation professional to interact outside the work environment to share information and create relationships that are both profession and family friendly.

**Promoting the Profession:** Enhance the transportation profession by increasing awareness of accomplishments, recognizing professional achievement and developing better skills to communicate with the public frequently, effectively and proactively.

**Short-term Objectives (1 – 3 years)**

The following specific initiatives will be undertaken or maintained in the relatively near future to move the committee toward its long-term goals:

- Improve the website experience and functionality for both the public, District leadership, and the Website Manager.
- Work with Technical Committee Chair to bring in more papers and project spotlights on the website.
- Work with the Public Relations Committee Chair to utilize all tools, including website posts, Facebook, Twitter, and LinkedIn, for coordinated and consistent communications.
- Work with the Student Funding and Initiatives Committee Chair to keep content and resources for students and Endowment Fund contributors up to date.
- Work with the Career Guidance Committee Chair to develop additional content and resources on that section of the website.
- Work with the Advertising Committee Chair to enhance funding opportunities for the District through website advertising and sponsorship opportunities.

**Actions (6-12 months)**

The following specific actions to be accomplished during the current fiscal year:

- Overhaul the website to include the following: (i) improve the user experience with mobile devices; (ii) implement a file management system that allows for front-end file sharing, file storage, and restricted user access; (iii) consistent integration with the Annual Meeting website; (iv) integration of PayPal payment gateway to facilitate processing of sponsorship/advertising payments and Endowment Fund donations; (v) update theme to resolve compatibility issues; (vi) increase visual appeal of site with improved look, feel, organization, and consistency; (vii) improve the navigation of the site to a maximum of two levels; and (viii) implement a visual editor to make updates easier without knowledge of HTML, CSS, or short codes.
- Maintain the posting of news items, award information, meeting agendas and minutes, technical papers and presentations, District documents, and OwnCloud access.
- Minor fixes to website usability, including updates, plugins, and technical assistance to other users of the website (e.g. Advertising Manager, Student Funding and Initiatives Committee Chair).

Revised Cameron Shew (November 2021)