



Membership Committee – Strategic Plan 2011

Joe De La Garza, P.E., Chairperson

Mission Statement

The mission of the Membership Committee is to build, retain and strengthen the membership of ITE Western District by seeking out new and innovative ways to attract new student and professional members as well as retain current members from the transportation industry that are dedicated to promoting safe and efficient flow of people, goods and services.

Long-Term Strategic Goals (5+ Years)

The Membership Committee has long term goals that relate to the Western District's Strategic Focus Areas and are as follows.

Student Initiatives – Of the current 5,219 total members of the district, 1,083 of them, 20%, are students. This is a result of concentrated efforts by District administration to focus on student initiatives and outreach. The long term goal of the Membership Committee is to work with student organizations on a regular basis to help sign up student members and foster conversion from student to full membership and to retain them as long term members. There are currently 32 student chapters at universities throughout the District. At the beginning of each semester, contact will be made with each student chapter to understand needs and determine any actions necessary by the Membership Committee to help promote membership. An accurate count of potential graduates will be made to determine the potential conversions to full membership each semester.

Career Development – Providing opportunities for professionals to advance their career development through Institute activities is an important focus area for the District. The Membership Committee will support this by recognizing the new student and full members. This could be done by announcing them in the section/chapter newsletters and websites. This information will also be forwarded to the District's Career Guidance Committee where information regarding the Mentoring Program can be sent to them. The Membership Committee will also promote advancement of member grades when available.

Technical Excellence – The Membership Committee can support the development of technical excellence by promoting membership to all professionals regardless of levels of expertise.

Social/Networking – The Membership Committee will promote itself and the benefits of membership using the District's social media platforms. The Membership Committee will coordinate with the District's Website Manager to provide membership information.

Promoting the Profession – A good way to promote the profession is to show how strong the membership is and increasing awareness of accomplishments to the District members. The Membership Committee will regularly update the members with the membership data including numbers of new members and the grade changes.



Western District

Overall, the long-term goals include the steady increase in membership at all levels and consistent new student and professional membership sign ups.

Short-Term Objectives (1 to 3 Years)

Membership increased by 1% in 2010. The historical average growth rate is 1.2%. Although the economic conditions played a part in the slow growth, the short-term objectives are to continue to promote the importance of membership so as the economy recovers, the membership will increase relatively.

Within 1 year, the membership should maintain at least a 1% growth and within 3 years the membership should increase over 2%, if possible.

Actions (6-12 Months)

The following actions are specific to be accomplished during this fiscal year but will be the basis for the initiatives that will be done on a regular basis to meet the short-term and long-term goals of the Membership Committee.

- Review membership statistics and trends in membership (including statistics for new membership, membership renewal for all member categories, and student membership conversion upon graduation/professional employment.
- Contact all student chapters to determine their needs in regards to membership information and determine the potential graduates and promote conversion to full membership.
- Contact all Sections/Chapters to determine their needs in regards to membership information and determine specific outreach initiatives that could be done.
- Coordinate with the District's Career Guidance Committee to foster mentorships.
- Promote membership grade promotions.
- Identify potential new sources for membership.
- Promote the Institute Affiliate membership category