



## Outline for Western District Committee-level Strategic Plans

1. Committee Name: Western ITE

2. Committee 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.

3. 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 student members to easily communicate with professionals, and provide a potential source of income for the Student Endowment Fund.
- Function as a smaller version of the existing ITE networking center.
- Host an array of technical papers, and serve as a hub to coordinate webinars.
- Increase facebook activity using existing website facebook integration, and encourage readers to use the comments section.
- Serve as a web-presence of Western District, and utilize Search Engine Optimization to bring in a larger readership.

**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

4. Short-term Objectives (1 – 3 years)

This section should describe specific initiatives that will be undertaken or maintained in the relatively near future to move the committee toward its long-term goals.

- Contact potential webinar hosts.
- Work with Tech Editor to bring in more papers.
- Improve the facebook page, try and bring readers in to twitter.
- Improve the PSD.

5. Actions (6-12 months)

This section should list specific actions with assigned responsibilities to be accomplished during the current fiscal year.

- Maintain the posting of news items.
- Contact section leadership to coordinate the web calendar.
- Minor fixes to website usability.