

International Director' Report

Annual International Board of Direction Meeting Highlights, Summer 2013

By Monica M. Suter, PE, PTOE



ITE's International Board of Direction (IBD) met at the Sheraton Boston Hotel on August 2-3, 2013 prior to the annual meeting. The Western District was represented by International Directors **Michael Sanderson**, **Monica M. Suter**, and **Jenny Grote**. International President **Zaki Mustafa** led the meeting and International Past President **Rock Miller** and International Vice President **Hibbett Neel, Jr.** of the executive committee also participated. Ex Officio Board Member **Steve Colman** from our District also participated as Coordinating Council Chair/Representative.

Membership Needs and Satisfaction Survey

The survey results were reviewed in detail with the IBD. From this, four focus areas were recommended to yield the greatest value for our members:

- Website Redesign
- Professional Development Program Enhancements
- Membership Benefit/Resource Enhancements and Ready Access
- ITE Annual Meeting and Exhibit Enhancements

Membership survey participation was greatly appreciated!

Listening Sessions Feedback

Associate Executive Director **Aliyah Horton** reviewed the highlights from the international technical conference meeting in San Diego, district, section and web meeting input from members. The sessions also revealed that there are many services and benefits offered by ITE that are not commonly known. This ties-in with the membership survey that identified the significant priority to over-hall the website so that available benefits are more obvious and additional benefits provided in the future will be more readily accessible to members. Additionally, President Mustafa indicated that the upcoming website changes will enable iPad, iPhone, and Android users to have optimized viewing of the content. Additionally, application opportunities for ITE's several awards will be more prominently highlighted on ITE's website.

ITE Journal Enhancements

Executive Director Brahms noted that the cover would be redone and efforts would be made to better deliver the information needed by members to be more relevant to practitioners in the ITE Journal. The **September 2013** issue has a noticeable new cover and look. The format is revamped with relevant material and user-friendly case studies. This change has been noticed by several members who have made positive comments. The ITE Journal is also available to members electronically so it can be read on a tablet or computer at www.ite.org. Discussions have also occurred that some members would like to be able to opt-out of the paper version. However, due to advertising concerns, this change has not yet been implemented but it remains under consideration. All of ITE's communications methods are under review to further modernize how we can best interact and share information with members. See **Zaki Mustafa's** President's Message: "Delivering the Information You Need, the Way you Want to Receive it."

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Increasing Agency Memberships

On-going efforts have been made to increase Agency Members in ITE and progress has been made. District, Sections and Chapters elected leaders are also asked to help identify and recruit potential new agency members so that they may benefit from the agency discounts, industry resources, professional development, networking, and leadership opportunities. ***Members who initiate or add members to existing government agency memberships by October 1, 2013 will pay no additional 2013 dues.*** Only 2014 dues will be billed in the later fall of 2013. Contact Jennifer Childs at jchilds@ite.org to confirm the discounted agency rates.

No. of Members	United States	
	Dues	Coupon
5	\$1,067.50	\$50.00
10	\$2,120.00	\$100.00
25	\$5,187.50	\$250.00
50	\$10,000.00	\$500.00

E-Library

Vice President Neel set the goal to gather the PowerPoint presentations made at all ITE meetings and to have these cataloged and searchable for members through ITE's e-library. Already, our District has shared recent compendiums with ITE International. However, Sections and Chapters are also asked to forward any links or other data sharing methods they have available with **Hibbett Neel** (hibbett.neel@neel-schaffer.com) and **Zach Pleasant** (zpleasant@ite.org). Let's be the first District (inclusive of all our Sections and Chapters) to share all of our presentations over the past 5 years!

Three Additional Committees

Vice President Neel also recommended that three new priorities be pursued through the following committees:

- International Young Member
- Student Chapter
- Advocacy Committee

The Board established these and interested volunteers are already stepping forward!

Additional Webinars & Pricing Structure

Executive Director **Tom Brahms** indicated that efforts are underway to develop and conduct an additional 20 webinars during the remainder of this calendar year. The pricing structure and opportunities to provide free webinars (when appropriate) has also been an on-going discussion item by the IBD based on member feedback.

Recent and Future ITE Annual Meetings

The approach to how future meeting sites are considered will be discussed at November's Fall IBD meeting. Additionally, several enhancements have been implemented to increase the value of International Meetings for participants. These changes have been positively received by members who have participated and several "hot topics" ranging from tips on placing APS (Accessible Pedestrian Signals) put on by members of the NCUTCD to tips on "tweeting" why and how to do it, sessions on complete streets, leadership, making the business case for projects, optimizing lane widths, intersection design for bicyclists, various transportation-related "apps," and railroad/signal pre-emption along with numerous traditional sessions including information

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on speeds, roundabouts, parking, pedestrians, safety, designing for all users, and an invigorating session about the value of introverts (and extroverts), along with bike and historical tours of Boston and its unique transportation environment, etc. Further, the IBD will be looking for alternatives to further the meeting value by continuing to provide meals in the exhibit hall, providing reduced student/younger member registration pricings, additional key workshops, etc., along with considering lower-priced venues.

ITE and the Next Generation of Transportation Technology

China Board Representative **Eva Lerner-Lam** provided an overview of this topic's report and the Board took action to accept the framework document provided to use as the starting point for a new task force to continue work in this area. Additionally, the Annual Meeting provided "hot topics" about connected vehicles like the "Google car." These self-driving vehicles can communicate with infrastructure and other vehicles in the interest of increased safety.

Wikipedia and ITE

It was agreed that ITE should be more visible and recognized as the authority in Internet references such as Wikipedia. Midwestern District's International Director **Shawn Leight** offered to begin this effort by working with students to help populate key transportation definitions.

ITE Constitutional Amendments

Since the meeting, Executive Director Brahms reported that all three of ITE's recent constitutional amendments passed.

Leadership ITE

Special thanks to outgoing International Director **Michael Sanderson** for his service to ITE and our District. Additionally, the first *Leadership ITE* class of 30 will be initiated this fall in conjunction with the November Board Meeting. He and his committee successfully led the initiation of this new program. Congratulations Michael!

Freight Mobility Council

The IBD approved a motion that membership in this new Council will be complimentary for those who wish to join. This free council would be in addition to the already free technical and complimentary employer based council for each member.

Life Members

Life members, particularly those who are still working, will be asked to consider making voluntary donations to ITE at the same time the member dues notices go out. Any assistance from those in a position to donate is greatly appreciated!

No Increase in 2014 Membership Dues!

The IBD approved a motion not to increase membership dues in 2014.

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Upcoming Meetings

If you are planning your family's spring break, you may want to visit our next **International Spring Technical Conference in Miami, FL, March 9-12, 2013.**



The next **International Annual Meeting and Exhibit** will be in **Seattle, Washington, August 10-13, 2013.**

We are also looking forward to the first joint **Midwestern-Western District Annual Meeting in Rapid City, South Dakota, June 29-July 2, 2014.**

