SDITE 2022 **STRATEGIC PLAN**
Executive Summary

Vision:
We actively promote regional collaboration through idea sharing between Sections and supporting the professional growth of our members. We are an influential voice for transportation education, information and policy outside our organization.

I. Communication

GOAL: Provide relevant, timely, and pertinent information to help people grow and facilitate interaction between individual members and Sections.

TASKS:
- Establish regular communication with Section leadership
- Communicate pertinent information with membership weekly
- Communicate organizational information on website and newsletter
- Implement a tool to facilitate interaction between members
- Keep member contact information updated

II. Organizational Structure and Processes

GOAL: Improve service delivery to members and Sections and encourage greater active participation.

TASKS:
- Engage Sections in improving SDITE organizational structure, role of Section Representative, and Section Report
- Evaluate nominations and award processes and criteria
- Annually review the Operations Manual
- Refine SDITE performance measures to gauge impact
- Evaluate the Annual Meeting for areas to improve

III. Financial

GOAL: Develop a financial strategy for SDITE that defines funding sources, projects future needs, and assures adequate resources for member services.

TASKS:
- Executive Board to appoint a special committee
- Evaluate use of excess revenue from Annual Meetings
- Examine revenue streams
- Evaluate distribution of member services to Section affiliates (non-SDITE members)
- Develop a consistent funding strategy

IV. People Development

GOAL: Strengthen SDITE by providing impactful service to our members.

TASKS:
- Continue to enhance and deliver a leadership training course
- Provide guidance on sources of project management training for public agency employees
- Assess the need for training and prioritize implementation
  - » Business finance
  - » Project finance and management
  - » PTOE and PTP certification preparation
- Assess webinars for delivering training
- Facilitate on-the-job leadership training through committee service
- Add a panel discussion at the Annual Meeting designed for Young Member interests

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V. Increase Member Engagement

GOAL: Improve active participation by a greater number of members to effectively distribute workload and energize the District.

TASKS:
- Define and communicate each committee's membership, purpose, structure, and tasks
- Require committee representation from each Section with emphasis on diversity
- Continue to require Young Member scholarship recipients to participate on a committee
- Issue Young Member scholarship application notice after the Local Arrangements Committee (LAC) "Call for Papers"
- Increase financial support of Young Member scholarships as funds are available
- Host a student and Young Member event at the Annual Meeting
- Compile annual lists of Young Members and Student Members by Section for targeted communication
- Communicate to public agencies and consultants the benefits for Young Members to attend the Annual Meeting

VI. External Influence

GOAL: Improve SDITE's influence in transportation education, decision making, and policy development.

TASKS:
- Keep members up to date on new technologies and industry trends
- Prepare and distribute materials to Sections for "Transportation 101" training
- Expand the "Dealing with Elected Officials" training module to cover skills in flexibility, influence, and building consensus
- Create an Advocacy Committee to participate in ITE International's Advocacy Network

VII. Section Support / Consultation

GOAL: Provide resources and support to Sections that request help to become more effective.

TASKS:
- A District officer to meet with each Section President and Section Representative annually
- Create a resource team of Past Presidents (Section & District) for on-call consultation with Sections
- Restructure Section Reports and reporting at District Board meetings to foster idea sharing and problem solving

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