



2026 Strategic Plan

"The Next Mile!"

Our Vision

To lead the future of transportation by developing professionals, advancing partnerships, and creating a vibrant community that empowers workforce excellence.

Our Mission

- Gather and disseminate timely, relevant transportation knowledge, resources, and best practices.
- Cultivate diverse professional development and training opportunities for transportation professionals at all career stages.
- Educate the public on transportation mobility, safety, and the value of infrastructure investment.
- Support workforce development by engaging K–12 students, university partners, and student chapters to build the next generation of transportation professionals.
- Foster strong professional relationships and meaningful collaboration across the transportation industry.
- Partner with organizations that advocate for transportation initiatives and policies that strengthen our communities.
- Create an engaging, inclusive, and '**Funner**' member experience that encourages participation, connection, and leadership.

Strategic Goals

1. Strengthen Partnerships and Industry Collaboration

Enhance NCSITE's partnerships with professional organizations, public agencies, educational institutions, and industry stakeholders to advance shared transportation goals and maximize collective impact.

Objectives

- Position NCSITE as a trusted resource and recognized voice on transportation issues, initiatives, and emerging trends.
- Increase visibility and engagement through strategic collaborations and mutually beneficial partnerships.
- Coordinate efforts with peer organizations to leverage strengths, reduce duplication, and provide greater value to members and the transportation community.
- Foster cross-organizational relationships that support professional growth, innovation, and industry advancement.

2. Expand Workforce Development and Outreach

Increase engagement with future transportation professionals by building awareness of transportation careers and creating pathways into the industry.

Objectives

- Expand outreach to K–12 schools, STEM programs, career-awareness initiatives, and community involvement.
- Strengthen engagement with undergraduate students through universities and academic programs.
- Maintain and grow relationships with student chapters through scholarships, mentorship, networking, and professional development opportunities.
- Build stronger partnerships with faculty and academic leaders to support workforce development.
- Develop strategies to keep scholarship recipients and mentorship program participants engaged with NCSITE throughout their educational and professional journeys.

3. Deliver Innovative and Engaging Programming

Continue NCSITE's tradition of providing high-quality technical education while expanding opportunities for professional and personal development.

Objectives

- Offer a diverse range of technical programs and activities that appeal to transportation professionals across disciplines, sectors, and career stages.
 - Leverage North Carolina's geographic diversity by hosting events throughout the state and highlighting projects that create meaningful community impact.
 - Expand non-technical programming, including leadership development, communication skills, career advancement, and professional effectiveness.
 - Increase opportunities for interactive, hands-on, and in-person engagement to strengthen member connections and participation.
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4. Increase Agency Engagement and Participation

Promote agency involvement and demonstrate the value of organizational membership across public-sector transportation agencies.

Objectives

- Increase participation from state, regional, and local public agencies through agency membership programs.
 - Strengthen relationships with municipalities and other public-sector partners.
 - Develop targeted programs and networking opportunities that address the unique needs and interests of agency professionals.
 - Encourage active agency representation and leadership within NCSITE activities and committees.
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5. Elevate the NCSITE Brand

Increase awareness, recognition, and pride in the NCSITE brand to strengthen member engagement and attract future participants.

Objectives

- Expand the use of NCSITE-branded merchandise, promotional materials, and member resources.
 - Consistently communicate NCSITE's value, impact, and contributions to the transportation profession.
 - Foster a welcoming, engaging, and enjoyable culture that reflects the spirit of "***Make NCSITE Funner!***"
 - Promote NCSITE as the premier professional community for transportation professionals in North Carolina.
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6. Enhance Communications and Member Engagement

Improve internal and external communications to increase awareness, participation, and member retention.

Objectives

- Strengthen NCSITE's digital presence through an enhanced website and online resources.
- Expand and diversify social media engagement to reach current and prospective members.
- Develop pathways for members to become more actively involved through committees, events, leadership opportunities, and volunteer service.
- Improve communication with current members to increase engagement, demonstrate value, and support long-term retention.
- Communicate NCSITE activities, achievements, and opportunities in a timely, consistent, and effective manner.