

NCSITE 2019 Strategic Plan – “The Roaring Twenties!”

Our Vision

NCSITE will be the leading professional organization to recruit, advocate for, and equip individuals to excel in the transportation work force.

Our Mission

- Gathering and disseminating current information
- Providing excellent member services
- Providing training and certification programs
- Assisting in transportation workforce development
- Enhancing professional relationships
- Educating and informing the public

Strategic Goal Areas

- **Partnerships:** Enhance partnerships with other professional organizations
 - Increase our prominence as a resource on transportation issues
 - Increase our public profile and look for opportunities to align with other organizations when mutually beneficial
 - Minimize the potential for overlap with other organizations
 - Determine how to get others interested in our organization
- **Outreach:** Increase our outreach to potential future transportation engineers & planners
 - Increase outreach to K-12 schools and STEM programs
 - Increase outreach at freshman/sophomore college levels
 - Advertise scholarship availability widely with each university & student chapter
 - Maintain and grow relationships with all student chapters
- **Programming:** Continue to enhance our tradition of providing cutting-edge technical programs
 - Provide a broad range of activities to attract a diverse pool of planners & engineers in both the public and private sector
 - Utilize the geographic diversity of our state for locations to host meetings, and to focus on projects that have significant and positive community impact
 - Provide additional non-technical training opportunities, such as leadership development and communication skills
- **Agency Memberships:** Promote the use of agency memberships and actively support the agencies that provide them
 - Promote the use of agency memberships to sizeable public agencies whose employees are members of NCSITE
 - Provide targeted outreach and programs for agency membership employees
- **Brand:** Increase the prominence and recognition of the NCSITE brand
 - Utilize our logo for more products that can be used or worn by members, non-members, and students
 - Improve our online presence
 - Increase our social media presence
 - Develop and support more active members
- **Communication:** Improve internal and external communications about all of NCSITE’s activities
 - Improve communication with current membership to facilitate retention
 - Promote the activities of NCSITE’s councils and programs through a variety of channels