

CITE 2020–2024

Strategic Plan at a Glance

WHO WE ARE AND WHAT WE STAND FOR

Mission

To provide the Canadian transportation community opportunities to learn, connect, contribute and grow to best meet the needs for safe and healthy mobility in Canada



Guiding Principles

Integrity

We are responsive and accountable to our members and partners

Excellence

We strive to develop quality people, services, and products, and we tackle current industry trends

Future-focused

We prepare our members by anticipating trends and needs

Inclusive

We provide opportunities for all to connect and participate in the transportation community

Community

We focus on both social and technical aspects to foster relationships among transportation professionals

WHERE WE'RE GOING



Priority Areas

Membership growth

Goals

Attract members who represent the transportation community



Membership value & retention

Provide opportunities for all our members to learn, connect, contribute and grow



Value of our products & services

Provide products and services that strengthen and advance the transportation community



Organizational strength

Sustain a thriving organization and a strong sense of community

HOW WE'RE MOVING FORWARD

Strategies

- ▶ Identify priority populations and professions to attract
- ▶ Use tailored messaging to attract a broad representation of the transportation community
- ▶ Develop and implement initiatives to increase members from public agencies

- ▶ Provide support to strengthen Section activities, operations, and knowledge sharing
- ▶ Provide support to strengthen Student Chapter activities, operations, and knowledge sharing
- ▶ Offer training and professional development opportunities
- ▶ Create opportunities to participate, develop leadership, and be recognized

- ▶ Maintain engaging conferences that build skills, address priority issues, and explore emerging areas of interest
- ▶ Create and leverage partnerships to develop and provide greater access to relevant resources
- ▶ Develop new products and services
- ▶ Use tailored messaging to maximize the sharing of our products and services

- ▶ Strengthen our governance
- ▶ Develop and implement a Communications Strategy that supports the achievement of our Goals
- ▶ Ensure the effectiveness of our systems, policies, and procedures
- ▶ Build a strong culture that fosters fun and upholds our Guiding Principles