

Strategic Communications Implementation Plan

September 2022 to December 2023

Informed by robust research and engagement with members, non-members, and ITE/CITE leadership to support our strategic goals:

Attracting members who represent the transportation community.

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

Providing products and services that strengthen and advance the transportation community.

Sustaining a thriving organization and a strong sense of community.

Strategies & Actions



STRATEGY #1

Embrace the concept of OneITE through recognition and consistent use of the parent brand while showcasing the unique flavor of the District, Section, and Student Chapters with guided sub brands.

ACTIONS

- Rename of CITE to ITE Canada
- Outline brand architecture and develop logo designs for ITE Canada, Sections and Student Chapters
- Design unique digital graphic elements for ITE Canada, Sections, and Student Chapters



STRATEGY #2

Develop a website that is structured by what members most value and designed to be accessible and representative of the diversity within the industry and Canada as a whole.

ACTIONS

- Outline website criteria and obtain proposals
- Create ITE Canada website and phase in Section and Student Chapter microsites



STRATEGY #3

Use advanced social media account features to connect Sections and Student Chapters and leverage the ability to organize content and target audiences based on key topic areas.

ACTIONS

- Make ITE Canada LinkedIn the parent account with Section and Student Chapter affiliates
- Create ITE Canada showcase pages
- Foster engagement by leveraging the content in "Transportation Talk"
- Add Instagram to the mix



STRATEGY #4

Continue to listen and learn from ITE, Districts, Sections, and Student Chapters - weave in, tweak, and expand communications efforts as appropriate to stay fresh and provide value to volunteers and members.

ACTIONS

- Update/document ITE Canada's role in relation to supporting Sections and Student Chapters
- Develop and share ITE Canada Brand Style Guide
- Develop and share ITE Canada Social Media Guidelines
- Create a password-protected intranet on the ITE Canada website to support Sections and Student Chapters
- Produce bi-weekly "Transportation Talk" e-news to share ITE, ITE Canada, Section, and Student Chapter timely topics and upcoming events