

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
► Inclusivity

► Excellence
► Community

► Future-Focused

Priority Areas

MEMBERSHIP GROWTH & RETENTION

VALUE OF OUR PRODUCTS & SERVICES

ORGANIZATIONAL STRENGTH

Goals

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

Provide products and services that strengthen and advance the transportation community

Sustain a thriving organization and a strong sense of community

Strategies

- Develop and implement initiatives to increase members in sections and chapters
- *Focus on young members and develop strategy to transition students into becoming full ITE members**
- Strengthen the connection between student chapters and their sections
- *Provide support to strengthen Section activities, operations, and knowledge sharing**
- *Provide support to strengthen Student Chapter activities, operations, and knowledge sharing**

- Maintain engaging conferences that build skills, address priority issues, and explore emerging areas of interest
- Use tailored messaging to maximize the sharing of our products and services
- *Increase the quantity and content of training and professional development opportunities**
- Add a virtual technical conference to provide further opportunities for professional development
- Strengthen the connection to ITE and the services they provide including webinars and encourage involvement in ITE Councils & Committees

- Ensure the effectiveness of our systems, policies, and procedures
- Build a strong culture that fosters fun and upholds our Guiding Principles
- Strengthen the connection between the Board of Directors and Section Executives
- Monitor our governance and plan for knowledge transfer between the Executive Committee and Board Directors
- *Review financial commitments and evaluate the benefits to the members**

**Focus areas for 2026*

