

Strategic Plan for the Committee on Transportation Communications

As approved by the Strategic Management Committee, September 22, 2018

Goal 1: Establish and maintain standards of excellence and ethics.

A key value of TransComm is the enrichment of the practice through the sharing of best practices and the commitment to upholding the highest standards of professionalism.

1.1 Provide standards to reinforce professional ethics of the communications offices/divisions within state DOTs; support advocacy for communication ethics in DOT business practices

Tactics

1.1.1 The Professional Development Subcommittee shall develop and distribute an ethics statement for TransComm membership for adoption at the 2018 TransComm annual meeting. This should include feedback from committee members on what issues should be considered in a draft ethics standard.

1.2 Offer opportunities for professional recognition

Tactics

1.2.1 The Professional Development and Awards subcommittees shall establish a TransComm task force prior to 2018 TransComm annual meeting to review and assess whether to continue or alter current awards program, with final report and recommendations due prior to 2019 TransComm annual meeting.

1.2.2 Awards subcommittee shall identify (annually) and promote additional opportunities beyond TransComm skills awards to honor individual TransComm member accomplishments.

1.3 Support informed, highly skilled TransComm membership at all experience levels

Tactics

1.3.1 Professional Development subcommittee shall help members identify new and emerging trends (ongoing, e.g. - monthly email/newsletter, regular updates at online portal)

1.3.2 Steering Committee shall survey members annually and the Professional Development subcommittee shall use the survey results to identify topics of interest for monthly conference calls or webinars

- 1.3.3 The Steering Committee shall annually recommend or endorse pool-funded research proposals related to communication, public engagement topics to enhance member skills
- 1.3.4 The Steering Committee shall develop a process for approval during the 2018 TransComm annual meeting that will formalize committee welcome and “on-boarding” of new TransComm members — year-round (not just annual conference)
- 1.3.5 The Program subcommittee shall annually review draft TransComm Annual Meeting agenda to ensure topics/programs address variety of experience levels, including beginner practitioners, mid-level professionals, and director-level managers, and to ensure that there are sessions on leadership and management, and transportation trends
- 1.3.6 The topics/programs considered for annual meeting agenda should also be considered for use as webinar topics.

Goal 2: Maintain and enhance Resource Center (TransComm website) capabilities

TransComm should serve as a resource to support the unique and varied communications programs of its members.

- 2.1 Define needs and build on-line resource/collaboration to support year-round TransComm member engagement and committee participation (“place to talk; place for information”).

Tactics

- 2.1.1 The Steering Committee shall appoint a task force of volunteers to meet at 2018 TransComm annual meeting to explore solutions, and curation of content.

Goal 3: Provide guidance and counsel to AASHTO and its communities on communications issues.

There is a growing awareness that state DOTs need robust communications programs to support their agency activities and to serve the public interest.

- 3.1 Engage with AASHTO committees on issues of mutual interest and concern

Tactics

- 3.1.1 Steering Committee shall appoint volunteers to meet at the 2018 TransComm annual meeting to define how TransComm can offer guidance and counsel to other AASHTO committees, with a report due with recommendations prior to December 2018.
- 3.1.2 Continue appointment of TransComm members to various committees – ex. Performance Management and AASHTO Innovation Initiative.
- 3.1.3 Site Selection subcommittee shall annually recommend to Steering Committee potential list of AASHTO committees with which to collaborate – perhaps meet jointly or share workshops – as well as potential sites/host states for future TransComm meetings.

Goal 4: Advocate publicly for transportation through TransComm.

There is a need to help the public understand the valuable role transportation departments play in planning, constructing and maintaining the nation's surface transportation system.

Tactics

- 4.1.1 The Steering Committee shall work with AASHTO staff to annually produce 2-3 topics of shared interest among TransComm members with associated talking points, infographics and briefing materials.
- 4.1.2 Engage members of trade associations and industry groups to share common messages and actions; The Steering Committee shall invite transportation stakeholders to the annual TransComm meeting.
- 4.1.3 AASHTO staff shall gather and promote references to work within state DOTs in national publications, newspapers, blogs, and other articles.