Strategic Plan for the  
Council on Data Management & Analytics  
Approved by the Strategic Management Committee, September 17, 2019.

Goal 1: Promote AASHTO's Core Data Principles to guide the use of public or private sector transportation data.

1.1: Conduct webinars and workshops to disseminate AASHTO's Core Data Principles.  
1.2: Maintain a website with the AASHTO's Core Data Principles (CDP) and links to state Data Business plan efforts and research projects with CDP integrated.

Goal 2: Support member agencies with recruitment and retention, capacity building, and skill development related to data management and analytics.

2.1: Participate in a joint task force on workforce issues with other relevant committees (Knowledge Management; Human Resources; Agency Administration)  
2.2: Support and assist member agencies in capacity building, skill development, recruitment and retention by sharing best practices related to data management and analysis.  
2.3: Advocate for and educate practitioners on data use and addressing data issues.

Goal 3: Lead in transportation data standardization efforts.

3.1: Work to understand needs, develop guidance, and communicate data standards.  
3.2: Develop guidance and communicate data standards.

Goal 4: Support both member agencies' decision-making data and analytics needs and the Board of Directors needs on policy, program, regulations and guidance related to data management and analytics.

4.1: Coordinate and collaborate with other AASHTO committees to understand their data and analytics needs.  
4.2: Document and share with member agencies successful industry practices on the application of data and analytics to better inform decision makers and support the decision-making process.
4.3: Facilitate the development and advancement of tools to support decision making data and analytics needs.
4.4: Coordinate and collaborate with other committees to understand and document information needs of Board of Directors on policy, program, regulations and guidance.
4.5: Explore and summarize national and international trends, successful practices, and research related to data management and analytics in order to support the Board of Directors in federal policy, programs, regulations, and guidance.
4.6: Collaborate with other committees and Federal partners to develop summaries and white papers to support the development of federal policy, programs and regulations related to data use, management and analytics.

**Goal 5: Support member departments in achieving best data practices.**

5.1: Support research to advance the development and use of tools and best practices in communicating data, data management and analytics.
5.2: Coordinate with other AASHTO committees and Federal agencies and develop and advance an annual list of research priorities.
5.3: Sponsor, coordinate and disseminate research to advance best practices in the management, use and standards relating to data and analytics.
5.4: Assist member agencies with the adoption/implementation of completed research.
5.5: Create a repository on the use of third party data sources by member agencies.

**Goal 6: Foster communities of practice in topic areas of interest as determined.**

6.1: Identify champions in areas of interest, maintain electronic meeting space and information exchange.