

# SDITE Strategic Planning Effort

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## Workforce Development



# Workforce Development Team

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- **Bill Seymour** KY
- **Jim Westmoreland** NC
- **Carl Baughman** TN
- **Jo Anne Tingle** KY
- **Bob Mabry** DS
- **Carl Tewksbury** VA
- **Walter "Doc" Dorsey** AL
- **Keith Golden** GA
- **Carol Jones** SC



55<sup>th</sup> Annual Meeting of ITE's Southern District

# First Year Goals

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- **Develop an SDITE WFD survey**
- **Develop a process to track SDITE WFD activities**
- **Develop a program to better connect SDITE with state DOT and local government WFD programs**
- **Share this information at SDITE Annual Meeting in Knoxville**

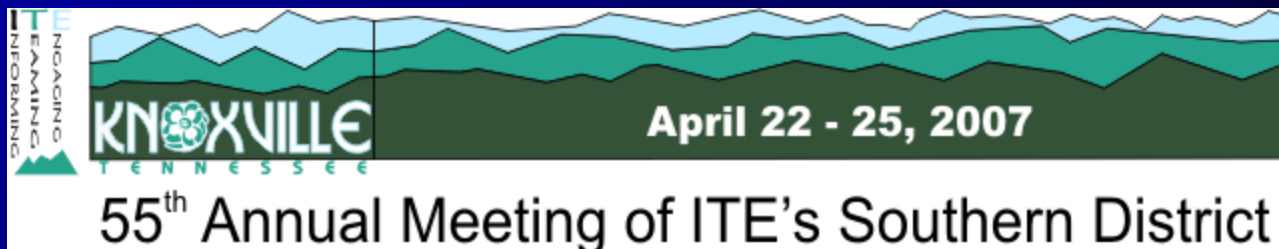


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# SDITE Workforce Development Survey Results



**Jim Westmoreland, P.E.**  
Director of Transportation  
City of Greensboro, NC



# Background

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- Workforce Development objective
- Survey purpose to gauge membership experiences, perspectives, and ideas on workforce development issues and needs
- Presentation to review key findings



# Most Effective Section WFD Activities

- Scholarships
- Section Meetings
- Student Chapter Involvement
- Free meeting attendance for active student chapter members
- Joint meetings with other Sections or professional organizations



# Most Effective SDITE WFD Activities

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- Annual meeting technical program
- Professional Development Hours (PDH)
- Traffic Bowl Competition
- SDITE Newsletter
- Sharing Annual Meeting information



# Most Effective ITE WFD Activities

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- ITE Journal
- Annual Meeting
- Web seminars



# Major WFD Issues or Challenges

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- Employee supply and retention
- Competitive pay and benefits
- Professional image and interest
- Need for Mentoring, training, and support
- Diversity of profession and workforce
- Technology training and use



# WFD items SDITE should develop

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- Enhance communications on WFD activities (share success and experiences)
- Develop specific and affordable WFD training
- Develop Mentoring program
- Support student chapters and Institutions
- Partner with ITE and Sections to develop creative Recruitment Program and tools
- Outreach to high and middle schools



# WFD Items SDITE should sponsor

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- Activities for student chapters and schools
- Professional research and technical assistance
- Web seminars for members and Sections
- Diversity training (members, employers, and public officials)
- WFD Annual Meeting session on Section activities and success stories
- Outreach activities that promote and enhance image of profession



# Advice for the Future

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- Provide more WFD training and information sharing opportunities
- Focus WFD activities on students
- Find ways to keep profession exciting and supported (pay, image, and technology)
- Appreciate and value workforce diversity
- Get involved in ITE and make a difference!



# **SDITE Workforce Development Goal #2**

**Carl Baughman**

Traffic/Transportation Engineer

City of Franklin, Tennessee

**Prepared with input from the Institute for Local  
Government Administration and Rural  
Development / Appalachian Partnership for  
Welfare Reform (ILGARD/APWR) at Ohio Univ.**



**55<sup>th</sup> Annual Meeting of ITE's Southern District**

# Agenda

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- Statement of WFD Focus Area Mission
- Description of Goal #2
- Tracking performance using Key Results
  - Establishing performance measures
  - Collecting measurement data
- Key Results and their applications



# WFD Focus Area Mission

- Improving our ability to attract, develop and retain quality individuals in the transportation profession
- Implements recommendations made in the *ITE Strategic Planning Meeting Discussion Paper of April 26, 2004* entitled “The Professional Transportation Workforce: Caught in a Perfect Storm”



## Goal #2

- “Develop and implement a process to track SDITE WFD activities and their success”
- Tracking success in attracting new members
  - in the transportation profession  
(main thrust)
  - to SDITE or Sections (by-product or enabler)
- Create performance measures to track results, allow targets to be set



# Use of Key Results

- Based upon the outcomes of the activities
- To be derived from the Survey results
- Preliminary examples can be offered now
- Will drive the process of data collection and analysis
- May translate into targets for achieving success



# Example Performance Measures

(Typically measure over a yearly period)

- Proportion of student members participating in the student paper competition
- Proportion of student members attending professional meeting
- Proportion of engineering/planning students applying for ITE-sponsored scholarships
- Proportion of professional members using the list serve
- Proportion of professional members serving on councils



# Data Collection Process

- Ongoing work of the Workforce Development Committee
- Designate Section champion to coordinate collection activities (suggest Vice-President)
- Use data collection forms based on performance measures to be established



# Sample Data Collection Form

**DATA COLLECTION WORKSHEET**

**GOAL # 1:**

\_\_\_\_\_

\_\_\_\_\_

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Performance Measure	Data Source	Frequency of Collection and Reporting	Responsible Party for Collection
Ia.			
Ib.			
Ic.			
Id.			
Ie.			
If.			

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A.GARDNER

LEARNING  
EARNING  
INFORMING

**KNOXVILLE**  
TENNESSEE

**April 22 - 25, 2007**

**55<sup>th</sup> Annual Meeting of ITE's Southern District**



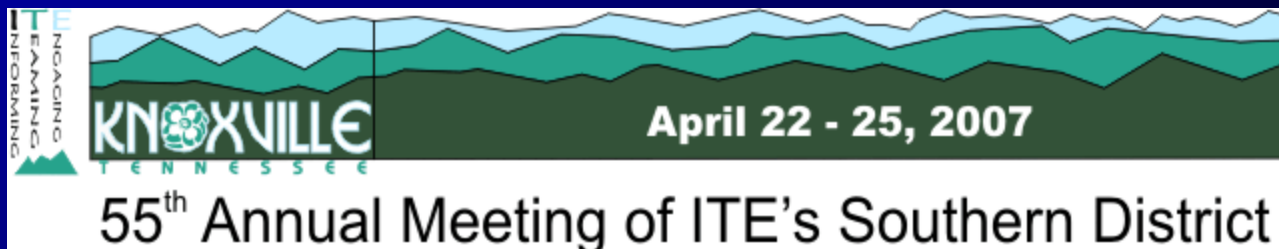
# Setting Targets

- Establish for each performance measure
- Iterative process based upon first year results
- Allows competition among Sections for performance achievement
- Develop with SDITE Strategic Planning Committee involvement



# Conclusions

- WFD Survey results help generate the performance measure items
- WFD will manage the data collection process, with assistance from Section champions
- Targets to be recommended by WFD Committee to SDITE Strategic Planning Committee



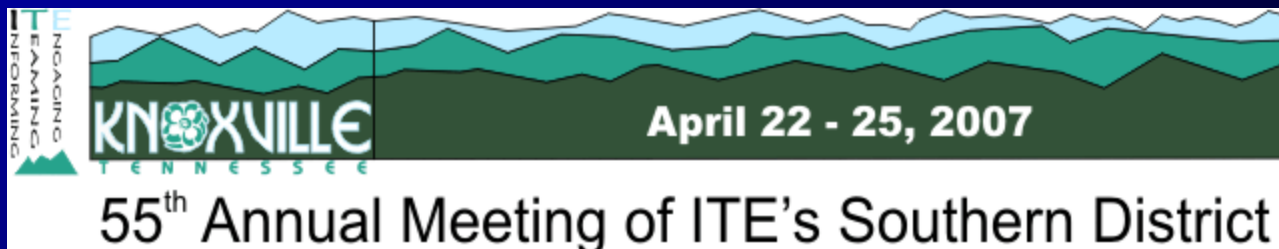
# Better Connect WFD Activities

- Mass e-mail to officers from professional societies:
  - ASCE - KY, AR, IN, TN, VA, SC, NC and WV
  - KSPE - every branch in KY
  - ASHE- KY, East TN and NC
  - Ohio Valley Region of SWE
  - All Section Presidents in SDITE
- Plan was to summarize comments received regarding better connections with state and local governments to find success stories and share with SDITE.



# Better Connect WFD Activities

- Minimal response
  - KSPE Partners Program
    - KYTC partner w / KSPE for employees to attend Professional Society Meetings
    - Continuing education, networking opportunities
    - Recruit agency employees for society offices
- Considerable work yet to be done in this area
- Your input



# Next Steps

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- **Determine Deliverables**
- **Students**
- **Coordinate with International**



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