

**DRAFT**

# 2017 STRATEGIC PLAN

Young Professionals in Transportation – Baltimore Chapter



## **MISSION STATEMENT**

"Connecting transportation professionals to collaborate, innovate and participate in finding informed solutions to challenges facing the transportation industry."

## **PURPOSE**

This document provides a short-term guide to help ensure consistency in our organization's purpose and serve as a roadmap for future board leadership. In addition, it provides targets and action items for our board as our organization grows in 2017 and beyond. This plan is intended to cover a three-year period and be annually updated at the beginning of each year to ensure that the goals and strategies within the Strategic Plan align with the goals of each new board responsible for overseeing the chapter for that given calendar year.

The Strategic Plan outlines key challenges and opportunities for our Chapter, as well as goals, detailed actions, and performance measures to ensure that the work of our Chapter aligns with the Chapter's goals and mission. This plan is intended to be a "working document" and should be amended and updated as necessary. It remains critical that future boards maintain the establishment of annual organization goals to ensure YPT Baltimore maintains its upward trajectory and achieves its mission as an organization.

## **CHAPTER BACKGROUND**

The Young Professionals in Transportation (YPT) Baltimore chapter, formerly known as the Professional Association of Young Transportationists (PAYT), was founded in February of 2013 to provide a place for networking, education and professional development of young individuals in the transportation industry. We welcome members from the public and private sectors alike. Our members represent Maryland transportation stakeholders and employees in aviation, highways, ports, transit, bicycle, pedestrian, community leadership, and other public positions. YPT Baltimore does not recognize any definition of "young". If you believe you fit into our organization, then you qualify to participate.

## **PLAN DEVELOPMENT**

This plan was developed by the 2017 YPT Baltimore Board with input from the Baltimore Chapter Steering Committee. The plan goals were developed with input from Baltimore Chapter members and the information collected during the 2017 Strategic Planning Survey. This survey was distributed and promoted to current and prospective YPT Baltimore members via social media, email blasts, and website postings.

YPT Baltimore held two meetings to facilitate the development of the 2017 Strategic Plan. Participants were given the opportunity to comment on plan content and propose ideas to include in the plan. This plan will be posted for public comment on YPT Baltimore's website for no less than a one-week period. The comments will be reviewed and plan modifications will be made where appropriate.

This plan includes performance targets that will be evaluated in the year-end progress report submitted to YPT International.

### STRATEGIC PLANNING SURVEY

The 2017 Strategic Planning Survey was hosted online for public input between February 1<sup>st</sup> – 15<sup>th</sup> 2017. The survey received 24 responses. The consolidated survey responses are in **Appendix A**. A summary of the findings is listed as follows:

#### MEMBER / POTENTIAL MEMBER CHARACTERISTICS:

| Strengths                            | Weaknesses                  |
|--------------------------------------|-----------------------------|
| Gender Diversity                     | Race/Ethnicity Diversity    |
| Public/Private Sector Representation | Student Representation      |
| Variety of Work Focus Areas          | Mostly Planners & Engineers |

#### WHAT SHOULD YPT BALTIMORE OFFER?

| Event to Consider                        | Responses |
|--|-----------|
| 1. Community Volunteering                | 13        |
| 2. Professional Credit Eligible Seminars | 12        |
| 3. Non-Accredited Seminars               | 8         |

#### CHALLENGES/GROWTH AREAS

- Sponsorships
- Visibility
- Communication of events in advance and increasing event attendance
- Continually finding new “niche” programming that attracts new and existing YPT members
- Establishing a process to ensure smooth board transition from year to year
- Co-sponsoring events with other local transportation related organizations
- Student memberships

## GOALS & ACTION ITEMS

Each of the goals listed below have associated actions to provide a tangible mechanism for the Chapter to accomplish each goal. Finally, the performance measures listed on page 4 are meant to provide a way to measure progress made towards each goal throughout the year.

### 2017 YPT BALTIMORE STRATEGIC PLANNING GOALS

#### 1. Grow Membership and Visibility through Events, Social Media, and Local Professional Transportation Events

- Actions:
  - Meet or exceed 50 members by the end of the calendar year
  - Provide a balanced event schedule, scheduled with enough time to publicize event and spread awareness
  - Host “booth displays” during other professional transportation events in the Baltimore Area
  - Outreach to local universities to attract student members

#### 2. Increase Sponsorship Participation

- Actions:
  - Raise \$1,500 in outside sponsorship moneys to fund YPT events and programs
  - Establish a “Sponsorship Vice Chair” to lead sponsorship activities

#### 3. Explore Additional Member Services

- Actions:
  - Explore opportunities and coordination activities associated with community volunteering
  - Explore requirements to host professional credit eligible and non-credit eligible seminars

### 2018 – 2019 YPT BALTIMORE STRATEGIC PLANNING GOALS

#### 1. Grow Membership and Visibility through Events, Social Media, and Local Professional Transportation Events

- Actions:
  - Meet or exceed 75 members by the end of the calendar year
  - Co-sponsor at least one local professional transportation event with another professional transportation organization

#### 2. Increase Sponsorship Participation

- Actions:
  - Raise \$2,500 in outside sponsorship moneys to fund YPT events and programs
  - Designate a Sponsorship

#### 3. Host/Participate in new Chapter Events

- Actions
  - Participate in a Community Volunteering Event
  - Host at least one Professional Credit Eligible or Non-Credit Eligible Seminar

## PERFORMANCE MEASURES

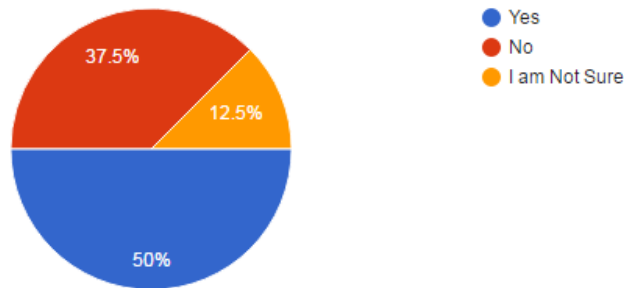
- **Year in Summary:** The chair and vice chair will compose a brief summary of the year's progress, highlights and challenges. This will be submitted to YPT National as part of their annual report.
- **Event Attendance:** We shall keep track of total RSVPs for each event, actual attendance.
- **Membership:** A quarterly measure of Members, Friends, and number of new and/or reduced memberships shall be presented at YPT Baltimore Steering Committee meetings.
- **Social Media Reach:** A year-end count of YPT Facebook "likes," and a monthly count of Twitter "followers" shall be conducted.
- **Financial Resources Summary:** The final budget (month by month) shall be included in the annual report.



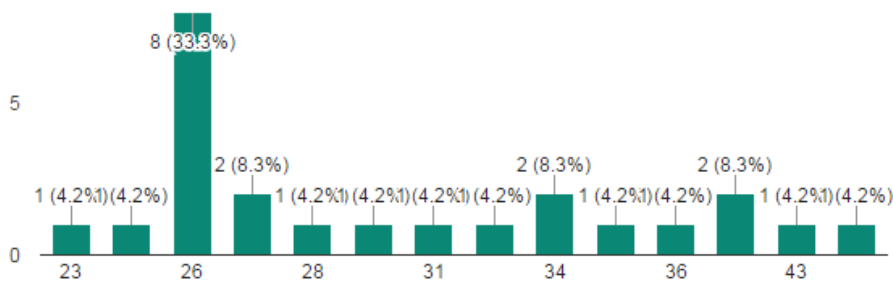
## APPENDIX A: 2017 STRATEGIC PLANNING SURVEY RESPONSES



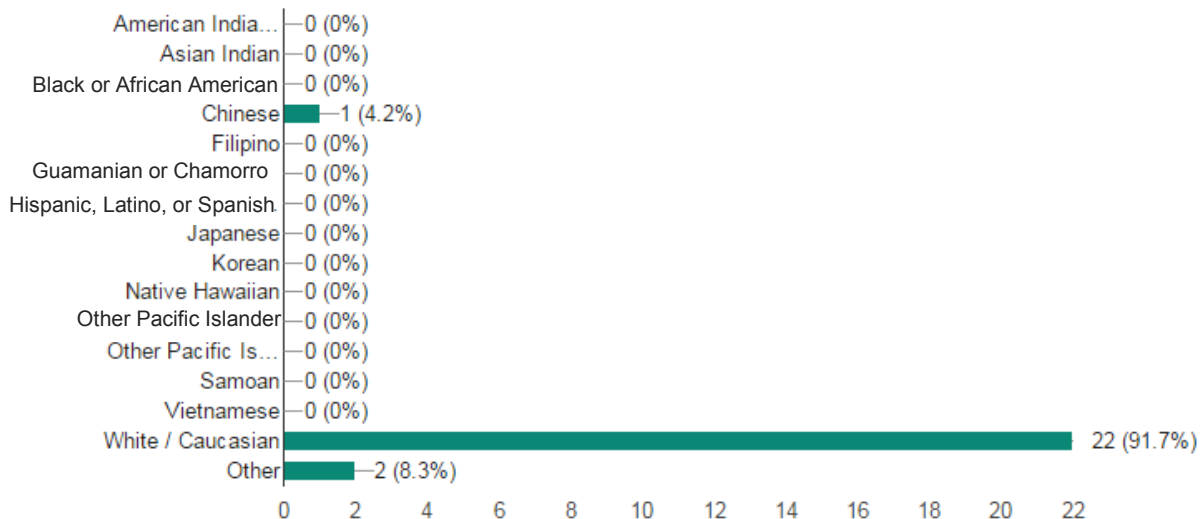
## 1 Are you a current YPT Baltimore member? (24 responses)



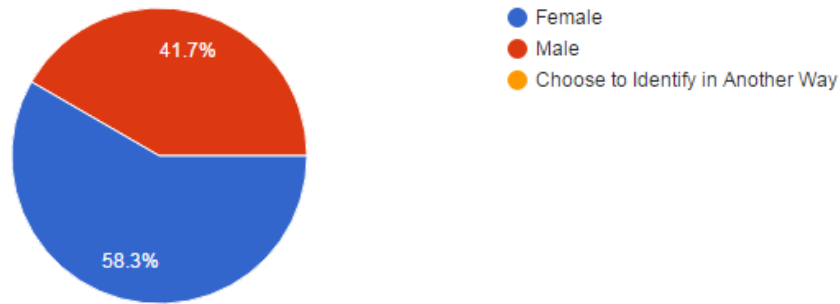
## 2 What is your age? (24 responses)



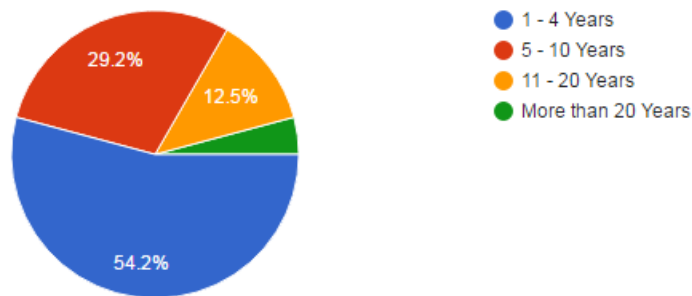
## 3 Which race/ethnicity best describes you? (24 responses)



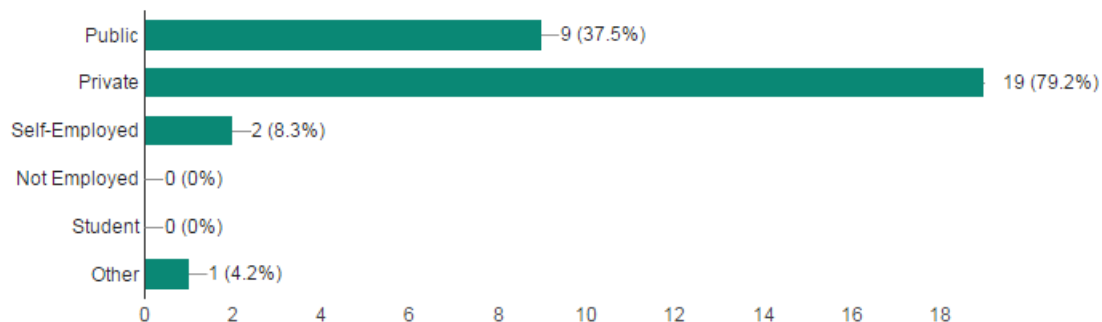
#### 4 What is your gender? (24 responses)



#### 5 How many years have you been employed in the transportation profession? (24 responses)

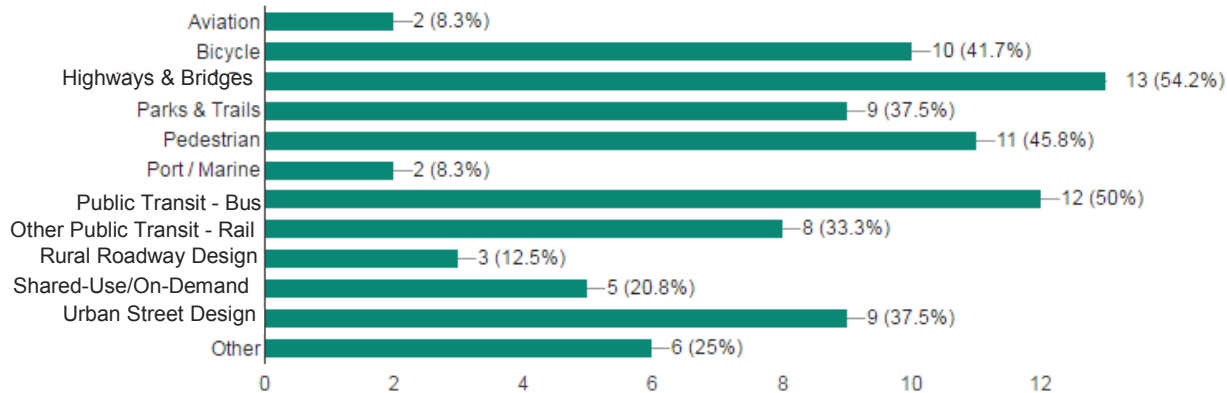


#### 6 What sector of transportation are you currently employed in? (More than 1 may apply to you) (24 responses)

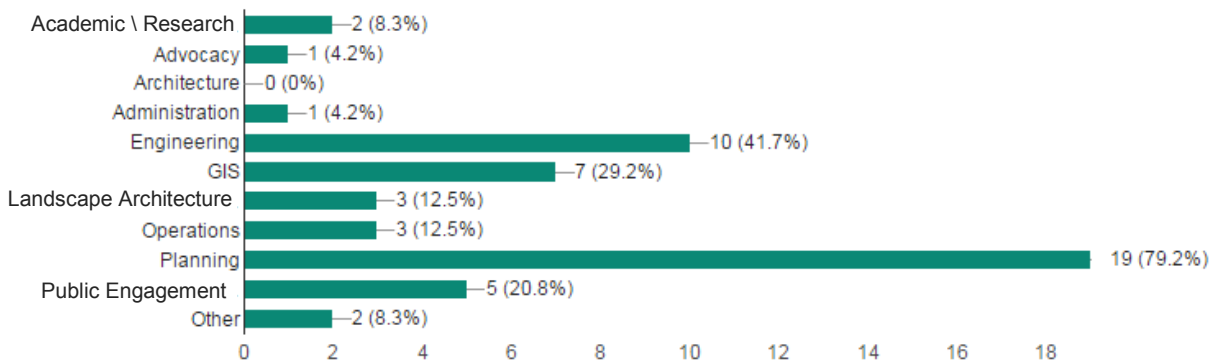




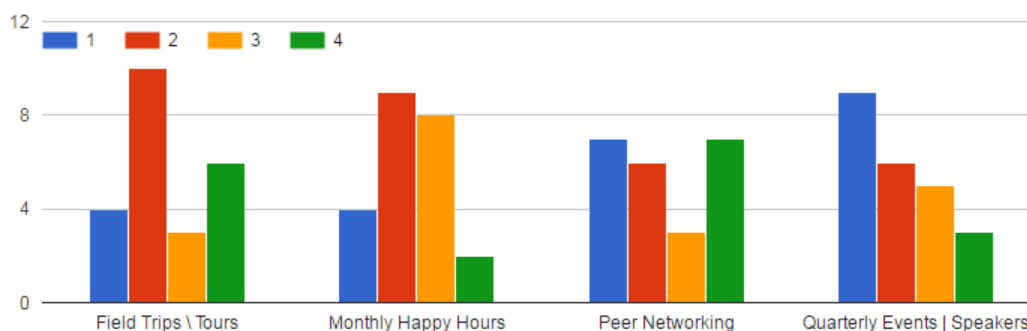
## 7 What does your work focus on? (24 responses)



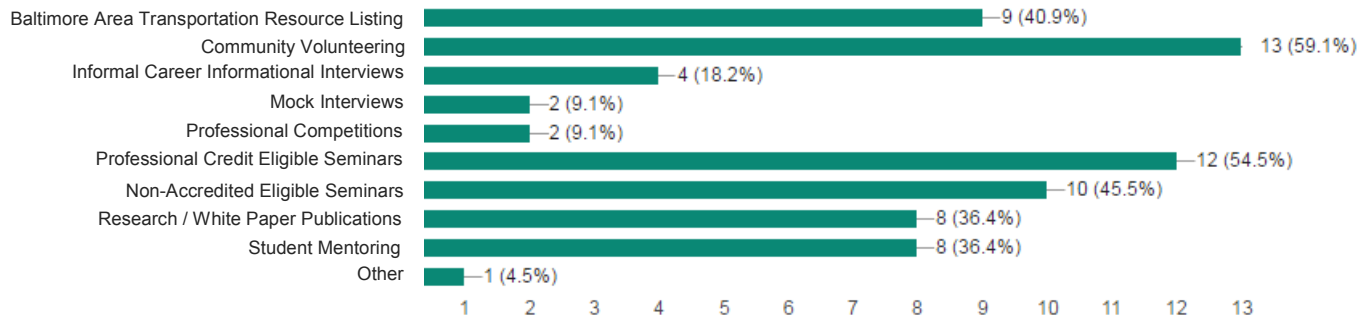
## 8 What transportation discipline do you work in? (24 responses)



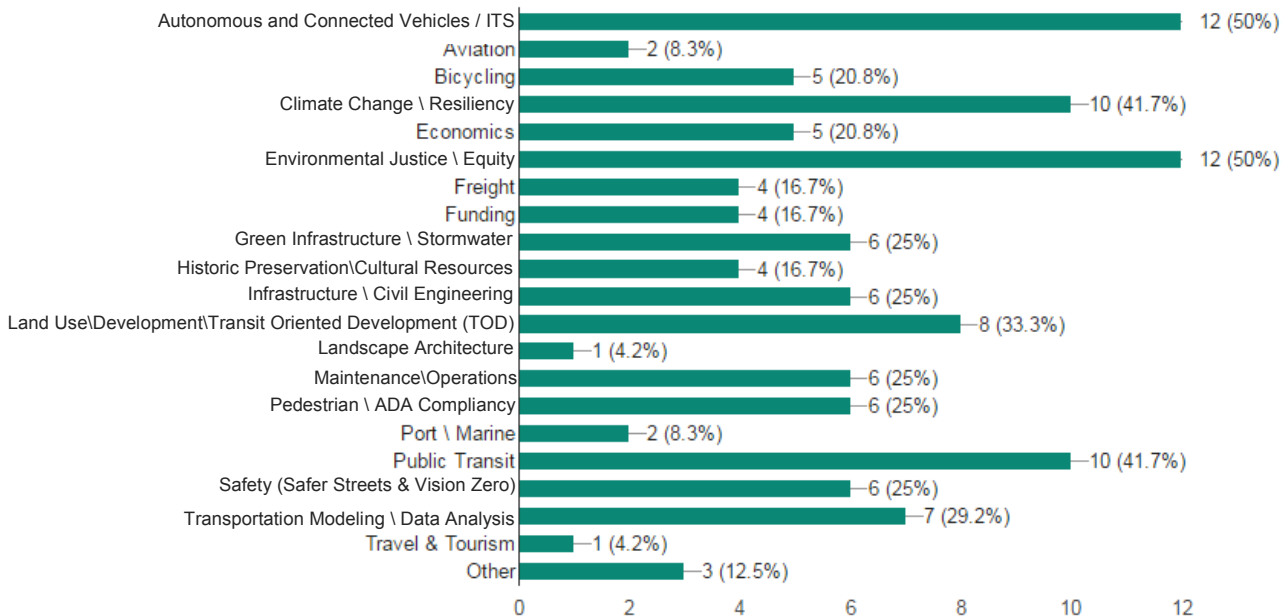
## 9 Rank the following resources YPT Baltimore offers by most valuable to least (1 being the most valuable, 4 being the least):



**10** Out of the following list, select the top 3 most valuable resources/events that you would like YPT Baltimore to offer members:  
(22 responses)

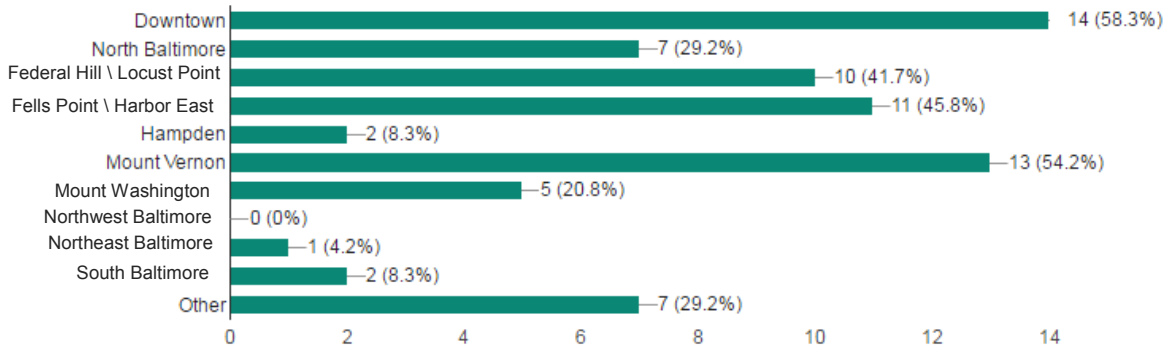


**11** Select up to 5 of the following topics that YPT Baltimore should consider when developing quarterly events and speakers:  
(24 responses)



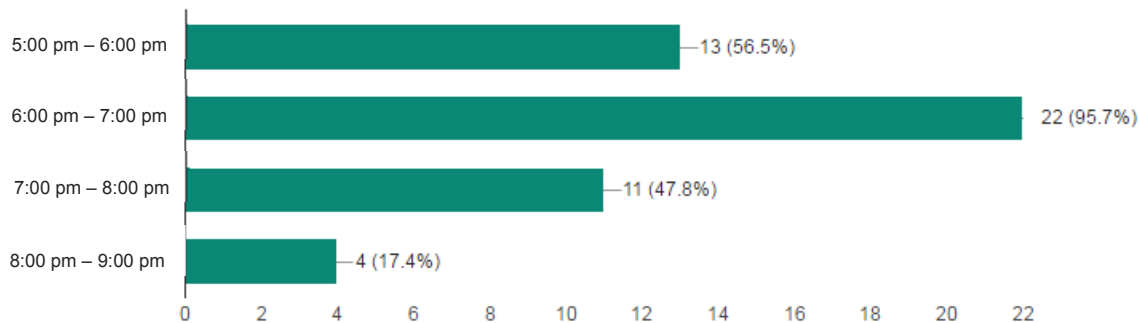
## 12 Select the top 3 locations of where you would like events / meetings to be held:

(24 responses)



## 13 Select the times that work best for you to attend weekday events/meetings:

(23 responses)



## 14 Is there anything else you would like YPT Baltimore to know or consider during the Strategic Planning Process?

(4 responses)

This is angie testing out the survey

consider morning, midday, or weekend events every now and then if there is demand for it; consider a "chapter extension" vice chair or subcommittee to reach out specifically to those outside of immediate Baltimore area; set some goals/objectives for outreach to students, young professionals both in and outside of transportation industry (for those who are considering a career change); and try to encourage/facilitate more diversity (gender, race, disciplines, etc) in the steering committee and board positions.

I attempted to attend the last happy hour at R. House, but because I was unfamiliar with the board/other YPT members, I was unable to find anyone and ended up leaving. I suggest creating a sign or more explicit meeting spot next time if monthly happy hours are going to be a part of the functions of YPT. I am not discouraged from attending the next happy hour, but I am not sure if others who came across the same problem would feel the same way.

What is YPT? I've never heard of you before.