



Young Professionals in Transportation Seattle Chapter Strategic Plan 2016 to 2018

Approval 02.18.16

Mission Statement

YPT Seattle works to cultivate a community of young professionals passionate about transportation.

Why a Strategic Plan?

This document is intended to be a short-term guide to help ensure consistency in our organization's purposes and serve as a roadmap for future board leadership. In addition, it provides a target for our board as our organization grows in 2016 and beyond.

It is envisioned that the Strategic Plan be updated at the start of each calendar year and then be referenced again in the development of each year's Chapter Annual Report. The Strategic Plan is intended to cover a three-year time period.

The Strategic Plan outlines chapter goals in general sense and also provides more detailed goals for the near term. It is the responsibility for the chair to take the elements of the plan and develop more specific measures as he or she sees fit. This plan is intended to be a "working document" and should be amended and updated as necessary in the future. It remains critically important that future boards maintain the establishment of annual organization goals to ensure YPT Seattle maintains its upward trajectory and stays true to its mission.

Chapter Background and Purpose

The Seattle chapter of Young Professionals in Transportation (YPT Seattle) was created in June 2013 to enhance professional development among young transportation practitioners and future leaders in Seattle. Our mission is to work to cultivate a community of young professionals passionate about transportation. Our organization embraces interest in transportation topics across all modes and strives to provide a forum for discussions that encompass traditional transportation topics and new transportation innovations that may shape the industry's future.

T H E F U T U R E O F T R A N S P O R T A T I O N

YPTSeattle@gmail.com | @YPTSeattle | www.YPTSeattle.org



Chapter Goals

1. To create a network across the Seattle area's unique industries to connect young professionals involved directly or indirectly with transportation.
2. To host interesting, engaging events that educate members about transportation practices, policy, and innovation that are also fun and focused on social connections.
3. To provide on-going career development for young professionals including access to industry leaders and field experiences.

Key Challenges and Opportunities

Challenges	Opportunities for Future Years
<ul style="list-style-type: none"> • Key chapter responsibilities still becoming "formalized" • Still finding our "stride" in terms of developing a full list of programs • Board "burnout" – how to maintain energy while recruiting new board members • Continually finding new "niche" programming that attracts new and existing YPT members • Establishing a process to ensure smooth board transition from year to year • Finding opportunities to collaborate with other professional organizations 	<ul style="list-style-type: none"> • Room to develop key policies, like a strategic plan. • Growth in membership and sponsorship diversity • Expansion of programming to different transportation topics • Continued growth for programming in locales outside of Seattle • Expanded role with students • Growth as an organization known for sparking conversation about transportation innovation • Regional conferences with partner chapters and outside organizations

Goals and Action Items

2016 Goals

- Grow Membership and Friends through Events
 - Provide a balanced event schedule that recognizes the drawing power of flagship events and the opportunities afforded by smaller, intimate gatherings.
 - Meet or exceed 100 members by the end of the calendar year.
 - Develop programing that provides our members multiple opportunities to engage with one another and leaders within the field, and develop skills as young professionals.



- Increase Sponsorship Opportunities
 - Update Sponsorship brochure for yptseattle.org.
 - Raise \$1,500 in outside sponsorship moneys to fund YPT events and programs.
- Enhance Quality of Administration and Communications
 - Maintain and modify the website as the organization grows and new needs arise.
 - Grow communications and followership through social media.
 - Maintain monthly emailing to update members and friends on upcoming local events in transportation.

2017-2018 Goals

- Grow Membership and Friends through Events
 - Leverage connections with local transportation advocacy groups.
- Increase Sponsorship Opportunities
 - Raise \$2,500 in outside sponsorship moneys to fund YPT events and programs, yearly.
- Enhance Quality of Administration and Communications
 - Plan for seamless transitions of board members by identifying a division responsibilities.
 - Develop internal administrative calendar.
 - Set goals for social media measures based on past year successes and/or failures.
 - Continue growth in use of social media.
 - Provide means to ensure meeting documents are posted online and meetings are available to YPT membership.

Key Chapter Performance Measures

The following measures shall be recorded by the appropriate Chair and included in the year end Progress Report required by YPT National.

- **Year in Summary:** The 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, and any key takeaways.
- **Membership:** A quarterly measure of Members, Friends, and number of new and/or reduced memberships shall be presented at YPT Seattle Board meetings.
- **Social Media Reach:** A year-end count of YPT Facebook "likes," and a monthly count of Twitter "followers" shall be conducted.
- **Financial Resources and Outlay:** The final budget (month by month) shall be included in the annual report.

T H E F U T U R E O F T R A N S P O R T A T I O N

YPTSeattle@gmail.com | [@YPTSeattle](https://www.instagram.com/YPTSeattle) | www.YPTSeattle.org