



2004—2008 NATIONAL SUMMER TRANSPORTATION INSTITUTE STRATEGIC PLAN

THE
POWER
OF
PARTNERSHIP



U.S. Department of Transportation
Federal Highway Administration





Dear Colleagues:

The U.S. Department of Transportation (DOT) and the Federal Highway Administration (FHWA) are committed to developing a new generation of transportation professionals to realize our vision of improving transportation for a strong America. We welcome this opportunity to present the 2004-2008 National Summer Transportation Institute (NSTI) Strategic Plan to chart the future of the NSTI—the first transportation career education program for secondary school youth authorized by Congress in the Transportation Equity Act for the 21st Century.

The NSTI is an educational initiative designed to provide awareness to middle and high school students on transportation careers and encourage them to consider transportation-related courses of study in their higher education pursuits. In 4-week sessions, on 44 college and university campuses, nearly 5,000 students have explored the transportation industry through a variety of intermodal transportation experiences and field trips and have participated in math, science, and technology enrichment activities.

We encourage our partners to continue the momentum and invite others to join us as we strive to achieve the NSTI mission: ***To contribute to the development of a diverse, well-qualified workforce for the transportation industry by encouraging secondary school students to pursue transportation careers.*** In the next five years, through our collective efforts, we can realize an increase in the level of transportation career awareness among students participating in the Summer Transportation Institutes (STI); an increase in the number of post-STI programs, activities and career developmental opportunities; a greater number and more diverse pool of applicants seeking transportation careers and entering the transportation industry; and an expansion of national and local partnerships with stakeholders and interest groups to enhance the effectiveness of the NSTI—all of which can help us reach the objectives of our Agency's "Vital Few": Safety, Environmental Stewardship and Streamlining, and Congestion Mitigation.

"The Power of Partnership" has guided the success of the NSTI and will continue to help us to accomplish both the FHWA and the NSTI strategic goals.

A handwritten signature in black ink that reads "Mary E. Peters". The signature is written in a cursive, flowing style.

Mary E. Peters
Federal Highway Administrator



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I·N·T·R·O·D·U·C·T·I·O·N

In 1991, the Federal Highway Administration's Historically Black Colleges and Universities (HBCU) and other Minority Institutions of Higher Education Task Force recommended that partnerships be established to increase the participation of HBCUs, Tribal Colleges and Universities, and Hispanic Serving Institutions in the Agency's Federal and Federal-aid highway programs. The partnerships were required to have, at a minimum, the active participation of an FHWA Division Office, a State Department of Transportation and a college or university. In response to the recommendation, the FHWA South Carolina Division Office, the South Carolina Department of Transportation and the South Carolina State University (SCSU) developed a transportation focused career awareness initiative entitled "Summer Transportation Institute" (STI).

From the success of the first STI on the SCSU campus in 1993, other FHWA Division Offices, State DOTs, and colleges and universities expressed interest in and established STIs. After a six-year pilot program, Congress in the Transportation Equity Act for the 21st Century authorized funding for the first transportation career education program for secondary school youth entitled "National Summer Transportation Institute" (NSTI).

This USDOT/FHWA educational initiative addresses a crucial workforce need for the transportation industry. An unprecedented number of transportation employees are eligible to retire or will soon become eligible to retire. This creates a need for and provides a great opportunity to prepare youth for future transportation careers. Through public, private and academic partnerships, the NSTI provides transportation career awareness to secondary school students and encourages them to consider transportation-related courses of study in their higher education pursuits. In 4-week sessions on college and university campuses throughout the Nation, thousands of students explore the transportation industry through a variety of intermodal transportation experiences and participate in math, science, and technology enrichment activities.

Gathering input from transportation industry partners and stakeholders was an essential element to the development of the 2004-2008 NSTI Strategic Plan. Through "The Power of Partnership", the successful implementation of this Plan will produce a diverse, well-qualified workforce for the transportation industry for the 21st Century.

V·I·S·I·O·N

A diverse, well-qualified workforce for the transportation industry in the 21st Century

M·I·S·S·I·O·N

To contribute to the development of a diverse, well-qualified workforce for the transportation industry by encouraging secondary school students to pursue transportation careers.



STRATEGIC GOALS

- At least, one Summer Transportation Institute in all 50 states
- 5,000 more secondary school students introduced to the transportation industry and transportation-related careers



GUIDING PRINCIPLES

Intermodal Transportation Approach and Experience:

Representatives from the various modes of transportation, both public and private sector, will have Summer Transportation Institutes in their geographical area designed to provide high quality and effective transportation career education programs to expose students to professional, technical, and construction careers that support a strong and safe transportation system.

Build Partnerships and Leverage Resources:

Transportation industry partners – FHWA Resource Center, Division and Program Offices; State and local DOTs; other Federal, State, local and tribal governments; contractors, engineering firms and consultants; contractor associations and unions; educational institutions; and professional, trade and community-based organizations — are essential to both the Institutes and students' success.

Relevant and Rewarding Experiences:

Exemplary and intriguing transportation career education programs will require committed transportation professionals and instructors, with creativity, high levels of energy, relevant and fun-filled curricula, performance standards and recognitions, resources and accountability.

More Diverse, Well-Qualified Workforce:

Institutes are open to all interested youth and will have an enviable record of diverse participants — minorities, women, and persons with disabilities – who will contribute to the development of the future diverse, qualified transportation workforce.

B·E·L·I·E·F·S

We strongly believe that –

- The transportation workforce is all-inclusive – professional, technical, and construction workers.
- Students can become excited about pursuing transportation-related careers.
- Parental and community involvement are essential to the success of the Institutes and the students.
- We have a personal and professional obligation to enhance transportation career developmental and employment opportunities for diverse groups.



STRATEGIC OBJECTIVE

TRANSPORTATION CAREER AWARENESS:

Continually increase interest in and knowledge of the transportation industry and transportation-related careers among middle and high school students by providing intermodal transportation experiences and math, science and technology enrichment activities.

Performance Indicators –

Success in achieving the transportation career awareness goal will be determined by the following performance indicators:

- Double the number of secondary school students introduced to the transportation industry and transportation-related careers from 5,000 to 10,000.
- Demonstrated increase in the knowledge of STI participants about the transportation industry and transportation-related careers upon the completion of an STI.
- Seventy-five percent increase in STI participants indicating an interest in pursuing higher education that will prepare them for transportation-related careers.

STRATEGIC OBJECTIVE

TRANSPORTATION CAREER DEVELOPMENT:

Continually develop and provide post-STI programs, activities and career developmental opportunities to maintain high levels of interest in the transportation industry among middle and high school students.

Performance Indicators –

Success in achieving the transportation career development goal will be determined by the following performance indicators:

- Ten percent increase in the number of former STI students participating in mentoring, summer and youth employment programs, internships and fellowships in the transportation industry.
- Five percent increase in the number of former STI students participating in the FHWA sponsored Summer Transportation Program for Diverse Groups, Dwight D. Eisenhower Fellowship Program, Student Career Experience Program, Summer Employment Programs, and other USDOT sponsored career developmental programs.
- Establishment of new post-STI programs, activities and career developmental opportunities sponsored by transportation industry partners.

STRATEGIC OBJECTIVE

TRANSPORTATION RECRUITMENT AND EMPLOYMENT:

Continually identify and implement recruitment strategies to facilitate the transition of former STI participants into viable transportation careers and to yield a greater number and more diverse pool of applicants seeking transportation careers and entering the transportation industry.

Performance Indicators –

Success in achieving the transportation recruitment and employment goal will be determined by the following performance indicators:

- Number of former STI participants entering the transportation workforce.
- Number of former STI students participating in the FHWA sponsored Professional Development Program.
- Number of former STI participants who are minorities, women and persons with disabilities entering the transportation workforce.



STRATEGIC OBJECTIVE

TRANSPORTATION CAREER EDUCATION PARTNERSHIPS:

Continually expand national and local partnerships with stakeholders and interest groups to provide a more comprehensive transportation career education and math, science and technology enrichment programs for STI participants.

Performance Indicators –

Success in achieving the transportation career education partnership goal will be determined by the following performance indicators:

- Increase the number of States participating in the NSTI from 26 to 50 with continued participation of the District of Columbia and Puerto Rico.
- Fifty percent increase in the number of partners participating in and supporting the STIs.
- Leverage of resources to realize, at a minimum, a 20 percent match to the NSTI Federal funding.



STRATEGIES FOR SUCCESS

The U.S. Department of Transportation, Federal Highway Administration (FHWA), is committed to supporting the National Summer Transportation Institute to successfully achieve its mission: *To contribute to the development of a diverse, well-qualified workforce for the transportation industry by encouraging secondary school students to pursue transportation careers.* With continued authorization for funding and an increased level of support from public, private and academic partners, the strategic goals can be accomplished by fiscal year 2008.

Existing successful partnerships with FHWA Division Offices, State Departments of Transportation and colleges and universities can be used as models to establish STIs. In addition, a NSTI Resource Center (RC) in a cooperative agreement with the FHWA, is available to provide technical and administrative support.

The NSTI Quality Focus Group, recently chartered by the FHWA, will provide advice to FHWA and the RC using the cornerstones of the quality process.

Leadership: Strong leadership is key to the success of the NSTI. While the FHWA is primarily responsible for overall management and provides supplemental funding, leadership at all levels and within all modes of transportation is needed. FHWA, State DOT, academic, and public and private sector leaders are encouraged to be proactive in their approaches to garner support for and participation in STIs around the Nation. We must embrace the guiding principles and beliefs to create synergy, sustain collaborative efforts, and achieve the NSTI mission.



STRATEGIES FOR SUCCESS

Strategic Plan: Strategic planning is essential to accomplish the NSTI mission and to work toward realizing the vision. The FHWA, with input from transportation industry partners and stakeholders, will use this Strategic Plan to set the direction for the NSTI and will work in partnership with the RC to prepare annual performance plans and reports, and allocate resources toward attaining the strategic goals.

Customer and Partner Focus: The NSTI can only achieve success by focusing on the employment needs of the transportation industry and through extensive input from and participation of the FHWA Resource Center, Division and Program Offices; State and local DOTs; other Federal, State, local and tribal governments; contractors, engineering firms and consultants; contractor associations and unions; educational institutions; and professional, trade and community-based organizations. Their industry knowledge and expertise are needed to create exemplary and intriguing transportation career education programs that will peak and maintain the interest of our primary customers — secondary school students — in pursuing transportation-related careers.

Human Resources: Through “The Power of Partnership”, each partner can encourage its employees to serve as recruiters, speakers, instructors and mentors; plan and conduct field trips; provide enrichment activities in math, science and technology; serve on STI planning committees; and participate in opening and closing ceremonies. Transportation leaders and employees at all levels of an organization can affirm their commitment to the NSTI mission by serving as role models: first, by actively participating in STI programs and activities; and second, by mentoring STI participants. Secondary school teachers and counselors can assist by serving as advisors for clubs designed to foster students’ interests in the transportation industry throughout the school year. Our collective efforts will foster the development of a diverse, well-qualified workforce for the 21st Century.

STRATEGIES FOR SUCCESS

Information and Analysis: The FHWA, with input from partners and stakeholders, will provide direction and guidance in defining performance indicators, and ensuring that data collection and analyses used to monitor progress are directed toward the achievement of the NSTI mission. The results of the analysis will be communicated to STI partners and stakeholders and will be utilized to make sound, cost effective decisions to leverage resources and maximize outcomes.

Process Management: Continuous improvement of key NSTI business processes is imperative. STI partners and stakeholders are encouraged to provide constant feedback to improve the administration and implementation of the NSTI by the RC and participating colleges and universities. During the Annual NSTI Business Meeting, STI Project Directors will also have an opportunity to exchange ideas for improvement of the STIs on their college and university campuses.

Business Results: The administration of a quality NSTI is dependent upon the participation and support of transportation industry partners and stakeholders, and vigilantly monitoring and measuring progress toward the strategic goals. The ultimate indicator of success is the level of student participation in the STIs and post-STI programs and activities that provide mentoring and career development to maintain their interest in seeking employment in the transportation industry.



*The Power
of
Partnerships*





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