



“A good look at transportation as a whole.”

– Tammie Kackley, SCAT Transportation

Transit & Community Transportation Management Certificate

Portland, Oregon : April 7-11 / May 12-16, 2008
Seattle, Washington : April 14-18 / May 19-23, 2008

Sponsored by: Oregon Department of Transportation
Washington Department of Transportation
Oregon Transportation Association
Washington State Transit Association



ATKINSON GRADUATE SCHOOL OF MANAGEMENT

WILLAMETTE UNIVERSITY

www.willamette.edu/mba/transit

Schedules & Locations

The program has been offered in the states of California, Texas, Washington and Oregon for several years. Willamette University is pleased to offer the program in Portland, Oregon and Seattle, Washington in 2008.

Cost : \$2,700

(RTAP Scholarships available)

Portland, Oregon

April 7-11 and May 12-16, 2008

**Willamette University
Portland Center**

1120 NW Couch Street, Suite 450



THE PROGRAM

Willamette University's Atkinson Graduate School of Management presents a unique training opportunity for people working in or toward a transit management career. The program grew from the need for transit management development courses and the curriculum was designed by professionals in the field of transit and community transportation management and operations. The program is also structured to meet the constraints of working professionals in terms of class scheduling, duration and content and the learning characteristics of adults. The overall value of the program has been enhanced with the awarding of Continuing Education Units (CEUs) to participants completing the full requirements of the certificate program.

Completion of this certificate program qualifies as a prerequisite to the Certified Community Transit Manager (CCTM) certification exam of the Community Transportation Association of America (CTAA).

“This course gave me a deeper understanding of what the individual managers do in larger agencies and what the one manager does in rural providers.”

– Susan Hekimoglu, Lane Transit Director

COURSE OFFERINGS

The program is designed to address transit management topics from an enterprise-wide perspective. The sequence of ten courses includes:

- Public Transportation – Issues and Challenges
- Managing the Operation Effectively
- Enhancing Leadership Effectiveness
- Budgeting and Financial Management
- Managing the Policy Environment – Regulations, Funding and Local Policy
- Marketing and Customer Service
- Service Quality Management
- Human Resource Management
- Risk Management, Safety and Security
- Managing Your Maintenance

*Note: Course Titles and Sequence Subject to Change

“A strength of the program is... providing the big picture of public transit.”

– S. Earl Fowlkes, Pierce Transit



Seattle, Washington

**April 14-18 and
May 19-23, 2008**

**Public Transportation
Division - Goldsmith
Building 2nd Floor**

401 Second Avenue South

Visit the Certificate in Transit and Community Transportation website for more information or to download an application:

www.willamette.edu/mba/transit

Or contact:

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