



The American Driver and Traffic Safety Education Association (ADTSEA) Strategic Plan

PURPOSE

This Strategic Plan will serve as a roadmap to define the direction of the American Driver and Traffic Safety Education Association (ADTSEA).

OBJECTIVE

To outline the strategies for ADTSEA to achieve its mission, vision, and goals within the driver education and traffic safety community.

BENEFITS

Following this Strategic Plan will enhance ADTSEA's leadership role within the driver education and traffic safety community.

EVALUATION

The ADTSEA Executive Committee and Board of Directors shall review the status of each Strategic Area of Emphasis and the Annual 1-Year Work Plan (the work plan) during regularly scheduled meetings to ensure milestones and deliverables are met.

MAINTENANCE

The ADTSEA Executive Committee and Board of Directors shall conduct regular web meetings and meet at least once a year to review the status of the Strategic Areas of Emphasis and the work plan as established in the "*Requirements for the Review and Update of the ADTSEA Strategic Plan*" document which is available on the ADTSEA website at www.ADTSEA.org. This document outlines the requirements for maintaining the Plan and the process for submitting comments or suggestions for future versions of the Plan.

MISSION

The American Driver and Traffic Safety Education Association (ADTSEA) strives to develop and promote a level of excellence among driver and traffic safety education professionals in the delivery of instruction to all drivers.

VISION

To be the recognized national leader in driver and traffic safety education and to assist in highway safety planning efforts to realize a reduction in crashes, injuries, and fatalities.

GOALS

ADTSEA believes that the delivery of a high-quality program by dedicated driver and traffic safety education professionals will equip drivers with the skills to begin the lifelong learning process of driving in today's complex and challenging highway transportation system. ADTSEA has established the following goals to assist the driver education and traffic safety community:

1. Increase and expand membership, support services and benefits to incorporate a greater cross-section of colleagues to attract, develop, and support traffic safety professionals.
2. Promote quality driver education by establishing and maintaining best practices by including new and developing technologies (i.e., advanced driver assistance systems - ADAS).
3. Create both a structure and focus to provide comprehensive professional learning and growth opportunities for ADTSEA driver education professionals.
4. Support and encourage comprehensive driver education programs and countermeasures that are culturally equitable and accessible at the national, state, and local levels for the administration of driver education programs.
5. Support the *NHTSA Highway Safety Program Guideline No. 4 – Driver Education* and the Safe System approach as national priorities and develop programs and resources to assist state and local Programs to meet these priorities.
6. Support and encourage driver education as a component within all state highway safety plans.
7. Support and encourage driver education as a core element within multi-staged driver licensing systems (e.g., GDL).
8. Establish and maintain collaborative partnerships with other traffic safety community organizations and agencies at the national and international levels to advocate for and contribute to the global efforts for effective education, administration, legislation, and research associated with and for the driver.

9. Serve as a clearinghouse for resources and materials that assist in developing, implementing, and evaluating comprehensive driver education programs.
10. Build trust and confidence by committing to excellence and serving as a trusted national resource and partner for driver education issues and advocacy.

CORE VALUES

1. Respect the diversity of our members and partners.
 2. Promote cultural equity within all facets of driver education and training.
 3. Provide opportunities for open communication and collaboration with/among our members and partners.
 4. Operate in an ethical, professional, fiscally responsible, and transparent manner.
 5. Respect evidence-based practices and approaches.
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BACKGROUND

The American Driver and Traffic Safety Education Association (ADTSEA), established in 1951, is a 501(c)(3) nonprofit organization. ADTSEA is a national advocate for quality traffic safety education and training. ADTSEA creates and publishes policies and guidelines for the discipline. ADTSEA develops educational materials, conducts conferences, workshops, and seminars for professional development and provides consultative services.

ADTSEA is the professional association representing traffic safety educators throughout the United States and abroad. ADTSEA members include, but are not limited to, state and local supervisors, commercial driving school owners, teachers and instructors, vocational rehabilitation specialists, teacher trainers, universities, colleges, institutions, researchers, advocacy groups, police traffic safety personnel and corporate representatives.

ADTSEA brings together knowledge and resources of a nationwide network of driver education and traffic safety professionals to share information, products, events, digital content, and public service announcements that highlight driver education and traffic safety awareness.

ADTSEA is dedicated to serving the needs and interests of driver education and traffic safety programs by fostering and promoting the exchange of ideas and resources.

ADTSEA STRATEGIC AREAS OF EMPHASIS

The following are the seven (7) strategies for ADTSEA’s Strategic Areas of Emphasis.

Strategies	
Emphasis Area #1	Increase and expand membership, support services and benefits.
Emphasis Area #2	Support and encourage culturally equitable and accessible driver education, training, and life-long learning experiences for all drivers.
Emphasis Area #3	Support teachers, instructors, and schools to implement and conduct quality driver education and training, using best practices including new and developing technologies (ADAS).
Emphasis Area #4	Support and encourage quality training and credentialing for driver education teachers/instructors and provide opportunities for ongoing professional development.
Emphasis Area #5	Support state efforts to administer effective driver education programs. Encourage states to implement a comprehensive approach for reducing crashes as identified in the <i>NHTSA Uniform Guidelines for State Highway Safety Programs: Guideline No. 4 Driver Education</i> and the Safe System approach.
Emphasis Area #6	Promote data collection, research and sharing of information to implement and evaluate driver education and traffic safety programs, countermeasures, and initiatives.
Emphasis Area #7	Develop and strengthen partnerships with local, state, regional, national, and international government agencies, and stakeholder organizations to influence policies, standards, and practices that impact driver education and traffic safety program efforts.

ADTSEA ANNUAL 1-YEAR WORK PLAN

ADTSEA has identified seven (7) key strategies within its Strategic Areas of Emphasis. These strategies will be utilized to develop action items for ADTSEA’s Work Plan. The Work Plan will allow ADTSEA to prioritize action items, measure, and evaluate accomplishments and provide the necessary flexibility to remain current in driver education and traffic safety efforts.

The Work Plan will be distributed to the membership for review prior to the annual Members Business Meeting. During the business meeting, the current work plan will be reviewed, and voted upon. This review and voting process permits the membership to be active participants in ADTSEA.

FUNDING CONSIDERATIONS

This Strategic Plan does not provide for the funding to complete the Strategies outlined in this document. Additional resources and efforts will likely be required to complete the Strategies. The Association must work cooperatively with other organizations to establish the resources needed.

ACKNOWLEDGEMENTS / PARTNERS

Special thanks are extended to the following ADTSEA groups for their contributions to the completion of this Strategic Plan.

- ADTSEA Board of Directors
- ADTSEA Executive Committee
- ADTSEA Strategic Plan Working Group
- ADTSEA Staff

GLOSSARY

ADAS (Advanced Driver Assistance Systems) - that use a variety of sensors, software technology and safety features working together to reduce crashes.

Safe System approach - Aims to eliminate fatal & serious injuries for all road users. It does so through a holistic view of the road system that first anticipates human mistakes and second keeps impact energy on the human body at tolerable levels.

ACRONYMS

ADTSEA American Driver and Traffic Safety Education Association

NHTSA National Highway Transportation Safety Administration