

American Driver and Traffic Safety Education Association

ADTSEA 21st Century Mission, Vision, and Goals



APPROVED
January 2010

Carol Hardin, Committee Chair

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Document continues on page 3.

Table of Contents

<u>Title</u>	<u>Page</u>
Mission, Vision, and Goals Approved (1/2010)	5
Goal 1: Program Development (Curriculum)	7
Goal 2: Professional Learning Opportunities	9
Goal 3: Professional Associates (Membership)	11
Goal 4: Professional Partnerships	13
Committee Members (2006 thru 2009)	15

Note: Pages 7-14 are suggestions from previous committee planning groups for accomplishing these goals. This does not limit the current chair and committee from implementing new work plans.

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Document continues on page 5.

ADTSEA Mission, Vision, and Goals Approved

January 2010

ADTSEA Mission Statement

The American Driver and Traffic Safety Education Association (ADTSEA) strives to develop and promote a level of excellence among driver education professionals in the delivery of instruction to the novice driver. As a result, ADTSEA believes that the delivery of a high quality program by dedicated driver and traffic safety education professionals will equip the novice driver with the skills to begin the lifelong learning process of driving in today's challenging highway transportation system.

ADTSEA Vision Statement

The vision of the American Driver and Traffic Safety Education Association (ADTSEA) is to be the recognized leader in traffic safety education strategies and to be included as an integral part of the nation's highway safety plan.

ADTSEA Goal Statements

I. Program Development

ADTSEA will promote industry quality (programs) by establishing and maintaining the best practices for driver education curricula, delivery of driver education, and operation of driver education programs and schools.

II. Professional Learning Opportunities

ADTSEA will create both a structure and focus to provide comprehensive professional learning and growth opportunities for ADTSEA driver education professionals.

III. Professional Associates

ADTSEA will increase and expand its membership to incorporate a greater cross-section of colleagues in its effort to attract, develop, and support the best teaching corps of traffic safety professionals.

IV. Professional Partnerships

ADTSEA will establish collaborative partnerships with other traffic safety community organizations and agencies to advocate for and contribute to the global efforts for effective education, legislation, and research associated with and for the driver.

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Strategic Planning Committee Work Plan Suggestions

ADTSEA 2009 (Approved January 2010)

GOAL 1: Program Development (Curriculum)		
ADTSEA will promote industry quality (programs) by establishing and maintaining standards and best practices for driver education curricula, delivery of driver education, and operation of driver education programs and schools.		
	HOW do we accomplish this goal?	Comments
1.	Examine local, state, and national programs considered to be high quality and use as a model (Continue looking at programs that deliver high standards; With permission, adapt best parts of other programs)	Determine the criteria supporting these programs (or any part of the program) as high quality. How can ADTSEA adapt/use this information? What copyright or intellectual property issues may prohibit its use? Would there need to be research completed before determining the criteria for “high quality”? Can high quality be determined by looking at crash data, at curriculum, by instructor training method?
2.	Continue to examine ADTSEA programs, standards for delivery of high quality information and practices	Who will examine? What criteria will be used to determine “high quality”?
3.	Create a committee of ADTSEA traffic safety, educational, legislative, and media members for this goal	What qualifications for committee members? Should each state be represented if desired?
4.	Identify what is a “highly qualified” teacher	For what purpose? Would the “highly qualified” teacher status need a “buy in” by state associations and/or state agencies to increase the value?
5.	Create a standards committee that collects, publishes “best practices”	Create an oversight committee to identify and review the process
6.	Identify “best practices” and teacher standards	
7.	Develop a mentoring program	Who will develop and make this happen? What will they do related to curriculum? Would the “mentoring program” need a “buy in” by state associations and/or state agencies to increase the value?
8.	Continue to evaluate ADTSEA program to provide highest quality	Who would evaluate? What standards or criteria?
9.	Create committee of ADTSEA and traffic safety/educational/legislative/media members	Purpose of committee? Criteria for committee members?

10.	ADTSEA should be the one to determine what curriculum should be taught in any/all programs and should include research results	Remember that education is a state's right. Perhaps, standards might be established for programs to use as a guideline. Are states looking for a national guideline to use to develop state curriculum?
11.	Approve certifications	For what group? What criteria will be used? Is this the role of ADTSEA? Would the certification need a "buy in" by state associations and/or state agencies to increase the value?
12.	Develop materials for purchase: One page "fact sheets", easy to use Power Point lessons, Workbook and or stand alone worksheets	We have a good DVD program. However, some people are looking for the simple. Materials that they can use in their own program but use in the order they wish to teach it. Access needs to meet the needs of the user. Should a survey be conducted to ask if states, schools, instructors are looking for these materials? Are the materials that ADTSEA already has being purchased?
13.	Create a committee to work on "buy in" by state associations and state agencies	Would all of the above be more effective if there was a "buy in" factor in place? Is there an incentive for these groups to "buy in"?

Strategic Planning Committee Work Plan Suggestions

ADTSEA 2009 (Approved January 2010)

GOAL 2: Professional Learning Opportunities (Professional Development)		
ADTSEA will create both a structure and focus to provide comprehensive professional learning and growth opportunities for ADTSEA driver education professionals.		
	HOW do we accomplish this goal?	Comments
1.	Develop a resource list of ADTSEA members who are willing to present at association regional and state locations as well as at other safety organizations as appropriate	List names, contact information, topic/areas and descriptions for presentations / Determine how this will be funded - via local, regional group, and/or ADTSEA. All this would have to be spelled out in the promotional information distributed / Also all speakers would need to have evaluation forms from the respective groups to review and report
2.	Develop a brochure, flyer etc. that would promote the offerings, funding expectations, contact information, etc	Association and/or individual would need an expenses type contract to clearly list expenses responsibility etc.
3.	Develop pre-conference workshop that might be a result of member input from previous year, current request etc.	This offering might serve the entire membership and/or be specifically targeted to the state/region in which the conference is being held / Cooperative effort between the association and the state driver education coordinator / Might offer this for a fee to the association (pay for room and refreshments, AV equipment, etc.) or for free
4.	Develop ways to integrate ADTSEA with the mainstream groups (Life Savers, state associations, NHTSA, etc.)	What is it that ADTSEA would/could bring to the table for the group? To start with, identify top 3-5 target groups
5.	List comprehensive information on the ADTSEA website to reflect national, state, and even local conferences that would be of interest to ADTSEA members	
6.	Join with other traffic safety organizations - ask about representation on their board or as an ad hoc member	What is it that ADTSEA would/could bring to the table for the group? To start with, identify top 3-5 target groups
7.	Develop a chat room on the ADTSEA web site that would allow an exchange of ideas	
8.	Annual conference	Continue division offerings but add a division/s that would attract other traffic safety groups interest – law enforcement, fire and rescue personnel, research groups, insurance, etc.

9.	Support state and regional conferences and professional development resources	
10.	Collaborate with other traffic safety education organizations in professional development opportunities	
11.	ADTSEA should be a clearing house for teacher preparation courses/content	
12.	Research and development online opportunities	
13.	Collect what each state says in necessary for credentials for teaching driver education	Credentials should be the same from state to state; Develop a recommended licensing process from paraprofessional, to bachelors, to masters etc. in driver education
14.	Create and post a calendar of traffic safety events (GHSA conference, Life Savers Conference, state and regional association safety conference, etc.)	ADTSEA should have at least one representative at many of these conference; This person needs to have knowledge but also skills to work with and develop professional connections with other associations
15.	Identify needs and create learning opportunities by region	Survey interests through state, regional associations
16.	Ensure some financial assistance for professional growth opportunities	Use a train the trainers idea and possibly share costs with region, state, and/or local group
17.	Develop webinar, professional growth opportunities with credit through an accredited institution	

Strategic Planning Committee Work Plan Suggestions

ADTSEA 2009 (Approved January 2010)

GOAL 3: Professional Associates (Membership)		
ADTSEA will enable the membership to seek a greater cross-section of colleagues by attracting, developing, and supporting the educational endeavors of its traffic safety professionals.		
	HOW do we accomplish this goal?	Comments
1.	Develop, publish, and distribute a professional brochure that explains what ADTSEA is, who we are, and what we do.	You must look like a professional organization not only in your actions but also in the literature
2.	Expand conference tracks to include targeted stakeholder group/s; Invite other stakeholders to ADTSEA conference, regional, and/or state events.	Need to identify stakeholders groups, prioritize who to target and why
3.	Identify ADTSEA members who can represent the organization at other safety community conferences (presenting, networking, exhibiting, etc.)	Determine who and how many ADTSEA professionals that we can send to a stakeholders conference; Person/s must have people skills as well as TSDE knowledge. We have to become known to others.
4.	Attract members to conferences and to return to the annual conference by incentives	Door prizes such as free registration at the next year's conference, 1 conference night's lodging paid, 1 free dinner, one free host outing ticket, etc. / These might be awarded at the current conference for the next year or might be given to members at regional conferences for the upcoming annual conference. New members to ADTSEA get two years membership for the first year paid if you attend the annual conference.
5.	Provide materials at conference for attendees to take home	Teachers like things to take home - kits, CDs, DVDs, teaching materials for both classroom and in-car programs. Have a sample of ADTSEA materials at state conferences (give them a taste of what we offer)
6.	Have a follow-up with conference attendees, especially those attending for the first time	While some members do complete a conference evaluation, some might appreciate a follow-up on the conference, ideas for the next conference, or have questions to ask.
7.	Partner with ad agency to use ADTSEA logo and/or information on appropriate safety brochures	You have to be seen as a member of the collective driver and traffic safety community not stand alone as ADTSEA only.

8.	Promote ADTSEA through PSAs, presentations to safety groups	ADTSEA has members all over the U.S. with the talents and presentation skills to promote the organization
9.	3 different dues schedules: 1) Students, 2) Regular Members, 3) Retired	
10.	Start educating school boards - quality over low priority	Should appoint a member in each state to follow up with there local school board.
11.	Offer something for the money	
12.	Find ways to present ADTSEA as marketable; Market to all schools - public, private, commercial	
13.	Foster service relationships with state affiliates	
14.	List of teachers from various states	For what purpose? Have the state send list of non-members. We can follow up and explain what ADTSEA is.
15.	Scholarships	Offer work shops at other times than at the national conference
16.	Provide services, communication (webinar, region)	
17.	Possible have some form of required professional development for all driver education instructors (public, private, commercial) that would be approved by a national driver education committee	Offer work shops at other times than at the national conference
18.	Identify and develop a plan to identify the membership makeup of ADTSEA members (teachers, parent groups, traffic safety groups, law enforcement, etc.)	See #16
19.	ID and develop an information package for targeted groups	
20.	Establish a database of information for these groups	
21.	Broaden membership target groups to employers and corporate sponsors	
22.	Develop better networking with other organizations (police, insurance, etc.)	
23.	Develop a local speakers bureau	Instructors would love this (new resources are great)
24.	Create a professional information brochure to promote ADTSEA	You must look like a professional organization not only in your actions but also in the literature. I like this idea but add what ADTSEA “does for you” info also.
25.	National incentives for members to join their local/state associations	

Strategic Planning Committee Work Plan Suggestions

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GOAL 4: Professional Partnerships		
ADTSEA will establish collaborative partnerships with other traffic safety community organizations and agencies to advocate for and contribute to the global efforts for effective education, legislation, and research associated with and for the driver.		
	HOW do we accomplish this goal?	Comments
1.	Identify and prioritize safety community group stakeholders	<p>Who are they, what do they do, how are we mutually compatible?</p> <p>Need to create clear and specific sub-goals in this area, and also be able to describe what ADTSEA can offer potential partners</p> <p>Also, we should consider developing a ranked list of organizations to target:</p> <ul style="list-style-type: none"> - Primary - Secondary - Tertiary <p>Will only national-scope organizations be considered? There are LOTS of local organizations- likely too many to partner with or even explore.</p> <p>ADTSEA generally contains all needed subject matter expertise- should we focus on organizations that can help extend ADTSEA's reach, as opposed to the creation of new programs?</p> <p>Some possibilities:</p> <ul style="list-style-type: none"> - Association for the Advancement of Automotive Medicine (AAAM) - GHSA? - CDC - University-based transportation research centers - Insurance companies? (may come with too many strings) - Auto manufacturers
2.	Determine a plan for each set of stakeholders	Groups may include but are not limited to parents, driver and traffic safety related organizations, law makers, legislative interest groups, and

		researchers/research groups
3.	Identify contacts for each group, websites, ways to exchange information	
4.	Present the traffic safety issue as a "health" concern - partner with health group (CDC ?)	(See Step 1 above)
5.	Reach out to Governors' Highway Safety offices in the states	
6.	Reach out to the insurance companies	
7.	Empower ADTSEA members in their respective states to get involved in their highways safety planning	
8.	ADTSEA representation in the national safety planning	Develop a cadre of ADTSEA professionals who can represent ADTSEA at these meetings. ADTSEA should have more than one or two faces out there.
9.	Have officers and members of ADTSEA become members of highway safety organizations (i.e.: AAMVA, GHSA, etc.)	Identify as many organizations as possible and then prioritize top 3-5 target groups
10.	Seek out collaborative opportunities	
11.	Strategic highway Safety Plan - include state agencies	
12.	Establish a committee to develop "why" we should be connected with education, industry, automotive, political, insurance	These 2 committees could be the same
13.	Committee to work on implementing 5 (new) contacts per year in education, industry, automotive, political, insurance	
14.	Develop and implement a network for NEA, AFT, school administration, law enforcement, political lobby, automotive companies, UPS-Fed Ex-DHL, insurance	
15.	Develop specific network methods directed to parent organizations	For GDL parent involvement to work, we need to have programs that educate and foster parent activity that is of real support to the teen licensing process.
16.	Provide support to the local association during their state legislative year	Compile information that would help with bills that are being submitted to the session.
17.	Provide information on how states fund their driver education programs	

**ADTSEA 21st Century Mission, Vision, and Goals
Committee Members**

<u>Committee Members</u>		<u>Region</u>	<u>State</u>
Victor	Alegria	SC	TX
Gerald	Apple	NW	WA
Albert K.	Aubin	NE	NY
Joe	Barch	NE	VT
Wendy	Bills	NW	UT
Robin	Bordner	NC	MI
Dana	Bowser	NE	PA
Barbara	Brody	NE	VT
Gordon	Brooks, Sr.	NE	VT
Greg	Brown	NC	MI
Don	Coloma	SW	HI
Debbie	Cottonware	NW	ID
Sandy	Crighton	Canada	Canada
Rolando	Dace	SW	HI
Maury	Dennis	SC	TX
Gerald	Dickinson	SC	TX
Lou	Gervino	Canada	Canada
James	Gibb	SC	MO
Carol	Hardin	SE	VA
John	Harvey	NW	OR
Stan	Hernderson	NC	IN
David	Huff	NW	MT
Calder	James	NE	VT
Kal	Kelliher	SE	GA
Kevin	Kirby	NC	WI
Terry	Kline	NC	KY
Chuck	Lehning	SE	NC
Jim	Lewis	SW	CA
Karl	Logan	SE	NC
Romana	Maxim	SC	TX
Jan	Meeker Sevilla	SW	HI
John L.	Munk	NW	MT
Fred	Nagao	SW	HI
Tim	Ochipa	NC	IL

<u>Committee</u>	<u>Members</u>	<u>Region</u>	<u>State</u>
Judy	Ode	NW	OR
Carol	Olson	NC	MN
Neda	Ovsak	SE	FL
John	Palmer	NC	MN
Dianne	Paris	NE	DE
Joan	Peterson	NC	KS
John	Phillips	SW	NV
Deborah	Quackenbusch	SE	FL
Rhonda J.	Reid	SE	NC
Marty	Rossini	NC	MN
Jenifer	Roth	NC	IL
Dennis	Royal	NE	NH
Glenn	Sasaki	SW	HI
Gary	Scott	NC	KS
Connie	Sessoms, Jr.	SE	NC
Karen	Sorenson	NC	WI
JoEllen	Suter	SE	VA
Barry	Thayer	NE	CT
Randy	Thiel	NC	WI
Bill	Van Tassel	SE	FL
Greg	Varga	NE	NJ
Roger	Voigt	NC	IL
Bill	Warner	NW	OR
Beth	Weaver Shepard	SE	FL
C.E.	Welch	NC	IL
Shannon	Woods	SW	CA
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