HEEP Strategic Plan

HEEP Mission Statement

The Highway Engineering Exchange Program (HEEP) is an international organization that promotes advances in transportation engineering through the exchange of knowledge and information technology.

HEEP Strategic Plan Elements

Goal A: Encourage and promote the exchange of technology concepts, practices, programs, source code, methods, processes, etc. in the field of transportation engineering.

Strategy A1: Organize Area and International HEEP meetings around current and cutting edge technologies by surveying HEEP members (at least yearly) about the topics of presentations they want to hear.

Strategy A2: Provide a forum on (or link from) the website for HEEP members to give input on topics of interest for meetings and newsletter content. Also provide a forum for response(s) to topics of current interest.

Strategy A3: Promote use of e-groups and investigate and implement additional functionality (e.g. ability to view discussion topics, threads, responses, etc.).

Strategy A4: Provide a forum on (or link from) the website for each HEEP member organization to report current or planned activities, and to inquire about specific issues from others.

Strategy A5: Encourage and facilitate the short-term exchange of HEEP members between all HEEP Areas.

Goal B: Promote increased membership and participation in HEEP.

Strategy B1: Enhance the HEEP web site to include additional functionality:

- Include a link to a membership form.

- Include a link to a request form for inclusion on the HEEP mailing list.

- Include links to other web sites (e.g. transportation engineering, information technology, vendor, university, etc.).

- Include additional information about HEEP Areas, including upcoming meetings, past meetings, new officers, etc.

Strategy B2: Organize vendors to promote HEEP at other events by using HEEP promotional materials and HEEP guidelines.

Strategy B3: Publish and distribute a HEEP Newsletter on a regular (quarterly or semi-annual) basis. Consider posting newsletter on the HEEP web site in lieu of formal distribution.

Strategy B4: Develop a marketing plan to market the HEEP organization through mailings, e-mails and professional and trade publications.

Strategy B5: Promote attendance at International and Area meetings.

Strategy B6: Create a Scholarship Fund and associated operational rules to be used for delegates or potential delegates to attend HEEP events when they otherwise could not attend due to lack of funding.

Goal C: Broaden the scope of membership to include all transportation engineering disciplines and their supporting organizations.

Strategy C1: Further enhance communications with other organizations that promote transportation engineering (i.e. AASHTO, FHWA, FTA, ITE, MOVITE, ITSA, GIS-T and others).

Strategy C2: Further enhance communications with vendor and consultant firms that support transportation engineering disciplines.

Strategy C3: Further enhance communications with local governments and institutions of higher education that engage in or otherwise deal with transportation engineering disciplines.

Strategy C4: Further investigate the feasibility of and make recommendation on potentially changing HEEP's name to reflect its broader scope.

Strategy C5: Review the HEEP logo and make recommendations on potential changes to more accurately reflect its broader scope.

Goal D: Promote the professional development of HEEP members.

Strategy D1: Award Professional Development Hours for HEEP meeting attendance and participation.

Strategy D2: Encourage HEEP member organizations to make more technical presentations at Area and International meetings.

Goal E: Increase participation in the Educator Student Program (ESP).

Strategy E1: Develop a marketing plan to market ESP to additional universities in each HEEP Area.

Strategy E2: Update ESP guidelines to provide more direction.

Strategy E3: Promote student participation in transportation engineering and information technology education organizations (e.g. ASCE, ACM, etc.).

Strategy E4: Encourage and facilitate the hosting of engineering and information technology students from Area V by other Areas.

Goal F: Improve the financial stability of HEEP.

Strategy F1: Establish standard accounting procedures and processes for IHEEP and each Area so that annual reporting and tax returns can be easily accomplished.

Strategy F2: Review conference costs of IHEEP and Area HEEPs for a comparison of registration fees, booth costs, etc. to ensure some level of consistency. Establish guidelines for refunds, payment, etc.

Strategy F3: Investigate feasibility of and make recommendations for accepting credit card payments at future HEEP events.