

TRANSPORTATION PROFESSIONAL CERTIFICATION BOARD, INC.
STRATEGIC PLAN
2014

MISSION

To be the preeminent organization certifying the competence of professionals working in the disciplines and sub-disciplines of transportation engineering and transportation planning.

VISION

By 2020, TPCB certifications will be recognized as the singular standard denoting professional competence of transportation engineers and transportation planners.

GOALS

To achieve the vision, the TPCB has the following goals:

1. Maintain a suite of certification programs that meet the peer-identified needs of individuals working in the transportation engineering and transportation planning professions.
2. Ensure that each certification program supports the ability of credential holders to contribute to the safe and efficient mobility of all users of the surface transportation system.
3. Achieve broad awareness and acceptance of the value of the TPCB's certification programs by transportation professionals, their employers, and public consumers of their work,
4. Ensure the programmatic and financial sustainability of the TPCB.

OBJECTIVES

GOAL 1: Maintain a suite of certification programs that meet the peer-identified needs of individuals working in the transportation engineering and transportation planning professions, by:

1. Performing a review on the performance of the current suite of certification programs at least once every 2 years that includes:
 - a. Using a board agreed upon set of performance metrics related to effectiveness, sustainability, market penetration, and others to be determined. The specific metrics shall be determined upon the initiation of a performance review and may or may not include the impact to labor market value of certificate holders, certificate criteria applicability, renewal and growth in the number of certificate holders, program awareness and certificate engagement among candidates for certification.

- b. Surveying TPCB certificate holders, ITE members, ITE Council Executive Committees and any other groups deemed appropriate to provide helpful input.
 - c. *For programs deemed not viable*, creating an action plan to either improve or eliminate the program within two years of such conclusion.
- 2. Periodically performing a scan of the transportation profession and other relevant stakeholder groups to gain insight into the need and desire for new certification programs that includes:
 - a. Surveying TPCB certificate holders, ITE members, ITE Council Executive Committees and any other groups deemed appropriate to provide helpful input at least once every two years.
 - b. Conducting an external review to discover both redundant/competing and other relevant certification programs offered by other organizations at least once every 2 years.
 - c. Direct contact with stakeholders, including FHWA, AASHTO and AMPO annually to improve upon stakeholder partnerships and engagement with certification programs.
- 3. For identified unmet needs, deciding within one year whether or not to create a new certification program to fill the gap based on:
 - a. A rigorous screening process that evaluates the effectiveness, feasibility, viability and sustainability for any proposed program.
 - b. Identified opportunities for partnerships to support proposed new programs.

GOAL 2: Ensure that each certification program supports the ability of credential holders to contribute to the safe and efficient mobility of all users of the surface transportation system by:

- 1. Developing and maintaining for each certification program explicit qualifications and an examination that assesses the knowledge, skills and abilities required of transportation professionals to competently perform appropriate work at the five-year experience level. A review to ensure timely maintenance should occur concurrently with associated Goal 1 Objectives.
- 2. Developing and maintaining for each certification program an update cycle for exam forms and other accreditation qualifications that meets the needs of accrediting agencies and psychometric advisors¹.

GOAL 3: Achieve broad awareness and acceptance of the value of the TPCB's certification programs by transportation professionals, their employers, and public consumers of their work, by:

- 1. Involving TPCB certificate holders in supporting the goals of the organization through social networks and other modern communication techniques

¹ Note that the cycle may be modified if dictated by external conditions including significant changes to standards of practice, publication of new primary reference materials and new legislation that significantly changes relevant public policy.

2. Updating and informing TPCB certificate holders by preparing and distributing a quarterly newsletter.
3. Identifying organizations that use TPCB certifications as a discriminator in terms of employment (hiring, promotion), and compile a listing on an annual basis.
4. Identifying public agencies that use TPCB certifications as a discriminator in terms of consultant selection and maintaining and updating a database annual
5. Developing a marketing plan that includes, at a minimum, marketing materials directed at:
 - a. Individual transportation professionals, that will use peer and organizational communication schemes to regularly speak to the value of certification to their career.
 - b. Employers of transportation professionals, including both public agencies and private firms, that will use peer and organizational communication schemes to regularly speak to the value of certification to their organization in terms of quality of staff, quality of work products, and ability to compete in the marketplace
 - c. Students in the fields of civil/transportation engineering and regional/urban/transportation planning, that will use peer and organizational communication schemes to reinforce the concept that students should develop a personal goal to hold a TPCB certification, as they do now for P.E. or AICP.

GOAL 4: Ensure the programmatic and financial sustainability of the TPCB, by:

1. Increasing the net number of certificate holders by 10% annually for each program.
2. Achieving for each certification program a renewal rate of at least 90% net of those still active in the profession.
3. Developing a predictive financial/revenue model based on successive renewal cycles for each certification program. Use the model to recommend adjustments to certification and renewal fees.
4. Managing the TPCB budget in order to:
 - a. Pay all operating expenses, including direct labor, direct expenses, and overhead.
 - b. Maintain a reserve equal to 75% of current year operating expenses.