

# AASHTOWare

## Strategic Plan 2025



### ***Vision***

To be the premier source for innovative technology solutions for the transportation community.

### ***Mission***

AASHTOWare delivers software solutions through partnerships to enable transportation agencies to accomplish their mission.

### **Strategic Priorities with Partners:**

- 1.** Engage talent to deliver results.
- 2.** Optimize the development process and address product implementation and support issues.
- 3.** Deliver relevant and innovative products.
- 4.** Communicate the value of our products and services.

### **Our Four Success Pillars**



#### **WHO**

**People**—We value relationships with our partners that include customers, volunteers, AASHTO committees, AASHTO staff, AASHTOWare developers, external contractors, and vendors.



#### **HOW**

**Process**—We use a collaborative approach and industry standards to deliver our products.



#### **WHAT**

**Product**—We deliver technology-based solutions for our customers.



#### **WHY**

**Promotion**—Our collaborative approach yields superior products based on cutting-edge research combined with industry best practices, and delivers economies of scale that are otherwise not possible.

## Strategic Priorities with Partners

### **1. Engage talent to deliver results**



- a. Explore the feasibility of establishing an AASHTOWare fellowship program.
- b. Identify best practices and establish new methodologies to attract and retain volunteers.
- c. Develop guidelines for volunteer competencies and expectations.
- d. Create metrics to evaluate the success of the volunteer program annually.
- e. Track involvement of AASHTOWare Technical Review Teams, User Groups, Task Forces and survey responses.
- f. Conduct a customer service survey to identify areas in need of improvement, development ideas, determine product training needs, and drive satisfaction.

### **2. Optimize the development process and address product implementation and support issues**



- a. Maximize the benefit of our relationships with standard-setting AASHTO committees to ensure AASHTOWare's pole position in the marketplace.
- b. Design and maintain a framework to leverage third-party partnerships and product integrations.
- c. Ensure standardization and governance of data across the AASHTOWare product set, and promote goal-setting in this area within the transportation community.
- d. Establish efficient methodologies for implementation using current best practices and technology.
- e. Establish supportability goals for product implementation to deliver operational consistency.

### **3. Deliver relevant and innovative products and services**



- a. Enhance core product development to remain relevant while supporting advancements in technology and changing business processes.
- b. Leverage research on current technology to promote innovation.
- c. Explore partnerships with transportation technology vendors as an alternative to traditional development.
- d. Utilize results of data integration research project and identify future data-related objectives across the AASHTOWare suite of products.
- e. Leverage existing Learning Management System to deliver courses on AASHTOWare implementation and end-user training.

### **4. Communicate the value of our products and services**



- a. Update the AASHTOWare marketing program with targeted deliverables to educate stakeholders, leverage social media platforms, utilize testimonials and measure results.
- b. Create a targeted communication strategy to engage and educate stakeholders at multiple levels across the transportation community.
- c. Develop a customer engagement strategy.
- d. Establish a value campaign with an executable editorial calendar for new and existing communication tools available to AASHTOWare and AASHTO.
- e. Establish communication guidelines for presentations at regional and national meetings and visits with top member agency officials.