



2021-2022 Strategic Plan

WTS International Vision:

Equity and access for women in transportation.

WTS International Mission

WTS attracts, sustains, connects, and advances, women's careers to strengthen the transportation industry.

WTS International Core Values:

Under review and to be determined. WTS Atlanta vows to be involved in this process and follow the example set by WTS International.

WTS Atlanta Vision:

WTS Atlanta seeks to close the workforce gap in the Atlanta regional transportation industry by promoting lifelong careers in transportation for women. By attracting, retaining and advancing women in the industry, WTS Atlanta will be the most recognized network of transportation subject matter experts.

WTS Atlanta Goals:

1. Provide professional development and leadership opportunities.
 - a. Provide high-quality programs that offer exceptional value to WTS members
 - b. Create opportunities for leadership and mentoring
 - c. Provide networking and service opportunities
 - d. Collaborate and partner with other professional and community organizations, school systems and universities to grow the pipeline

2. Lead in recognizing success and providing resources
 - a. Identify and advocate for the appointment of women to leadership positions
 - b. Promote and provide scholarships to women pursuing careers in transportation
 - c. Honor the contributions of WTS members to the transportation industry
 - d. Recognize corporate and public sector sponsors of WTS for their commitment to advancing women in transportation
 - e. Be the go-to organization that provides information on the diversity and intersections of the transportation industry

3. Sustain and grow funding for WTS Atlanta operations
 - a. Recruit corporate and public sector sponsors to support chapter programs and activities
 - b. Sustain, grow, and diversify the WTS Atlanta membership
 - c. Market and brand WTS Atlanta Chapter to demonstrate value proposition for new and existing members and corporate partners
 - d. Develop a financial plan