



Advancing Women in Transportation

Strategic Plan 2019-2020

San Francisco Bay Area Chapter



About WTS

WTS International is a professional association dedicated to providing opportunities, access, and networks to advance women in their transportation careers.

WTS stands for Women's Transportation Seminar – a name with significant resonance for our organization's history. In the 1970s, women working in transportation and other fields were not reimbursed for professional development unless it was considered "educational." This meant that while workshops and seminars were acceptable, professional association memberships were not subsidized - unlike their male counterparts.

In 1977, recognizing the need for a professional association, a group of pioneering women in transportation established this organization and called it 'Women's Transportation Seminar (WTS).' The association was created to provide leadership and professional development, encouragement, and recognition to support women's advancement in transportation professions.

About the Chapter

The WTS San Francisco Bay Area chapter was founded in 1981 as a chapter of WTS International. We have grown to a community of 300-plus members, 25 corporate partners, and four agency partners, as well as several hundreds of professionals in the region who benefit from the programs and events that we offer.

Our Commitment to Diversity and Inclusion

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Mission

Transform the transportation industry through the advancement of women.

Vision

Expand the chapter's influence as the preeminent transportation organization in the San Francisco Bay Area.

Goals

- WTS is an international organization dedicated to building the future of transportation through the global advancement of women.
- Advancing women in transportation is key to building the transportation industry.
- A strong international organization enables members, chapters, and communities within WTS to achieve our mission and vision.
- WTS can shape future generations of transportation leaders.
- WTS is committed to ethical leadership, integrity, and respect for all.
- The WTS spirit of community, inclusiveness, and mutual support is one of our greatest assets.
- We recognize the importance of and strive to incorporate diversity and inclusion in the work that we do.
- We use a robust set of tools to communicate with our members and the transportation industry to promote membership and advance women in the transportation industry.



Innovation, Tools, and Opportunities

What We Do

The WTS San Francisco Bay Area chapter has a history of innovation. We were the first chapter to create a committee, the Glass Ceiling Task Force, dedicated to exploring women’s professional status in our local transportation community. The Glass Ceiling Task Force evaluates the advancement of women in the Bay Area transportation industry and recommends best practices for improving women’s development in the workplace. WTS SF Bay is also the first chapter to have established structured mentoring and leadership programs for our members. Today, these two programs are our chapter’s most popular and acclaimed offerings, with over 300 alumnae and many success stories of women advancing in their career as a direct result of those programs.

		PROGRAM
NETWORKING	Next Generation	Transportation YOU
		Scholarships
	Professional Development	Job-Hunting Workshops (e.g., resume writing, interview prep)
		Skills-building Sessions (e.g., public speaking, negotiations)
		Careers with Peers Series
		Learn from a Leader Series
		Mentoring Program
		Women’s Leadership Academy
	Expert -led Technical Programs	Students and Younger Members Programs
		Glass Ceiling Task Force
		Technical Topics (e.g., panel discussion, workshops tours)
	Social	Women’s Equality Celebration
		Book Group
		Happy Hours

While progress has been made in advancing women’s positions in the transportation industry since WTS International and the San Francisco Bay Area chapter were founded, we recognize that more must be done to fulfill our mission. Our chapter strives to provide a wide range of professional development skills and tools relevant to women as they progress through the various stages of their careers. This includes introducing young girls and women to the industry, as well as providing learning and training opportunities for women entering the transportation workforce and those already established in it.

Middle/ High School Students	College/University Students	Early Career	Mid- Career	Executive/ Corporate
✓				
✓	✓			
	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓	✓	✓
		✓	✓	
		✓	✓	✓
	✓	✓	✓	✓
	✓	✓	✓	✓
✓	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓	✓	✓

Programs

Goal

Transform the transportation industry through the advancement of women.

Objectives

Educate, inform and share transportation industry knowledge

- Engage high-caliber, compelling speakers
- Facilitate discussions to share lessons learned from the development and delivery of transportation projects and policies
- Organize programs about innovation and emerging trends in transportation
- Provide forums to discuss and evaluate policies, ballot initiatives, and other current transportation events or trends

Celebrate

- Celebrate accomplishments of members and industry influencers
- Highlight projects and policies that transform and showcase innovation in our profession
- Celebrate women in politics
- Provide platforms to feature women leaders and speakers, as well as amplify (provide exposure for) voices that are typically under-head

Advocate/influence

- Bring awareness to women's issues and how they are being or can be addressed
- Organize programs to lead conversations about challenges of diversity and inclusion
- Highlight good governance and new and transformative workplace policies
- Create a platform for policy and other conversations demonstrate understanding of social responsibility and its impact on women in our industry



Professional Development

Goal

Create, deliver, and report on effective professional development programs and events that develop women leaders at all stages of their career.

Objectives

- Develop programming that engages and supports women in all aspects of the transportation industry (i.e., from operations to executive ranks)
- Educate young individuals and new professionals about the breadth of opportunities in transportation
- Provide mid-career networking and support activities and programs
- Introduce programs for people re-entering the transportation workforce
- Track and report on the professional development efforts, including what career advancement takes place after scholarship, mentoring, and leadership programs
- Explore partnerships with higher education institutions that offer transportation-related program



Chapter Development and Sustainability

Goal

Develop and maintain a robust investment and fundraising strategy to support the chapter's operations and fund its initiatives.

Objectives

Continue to provide financial support for critical chapter programs

- Student scholarships, including increasing the number of awards given and dollar amounts, where possible
- Subsidies for transportation YOU, Mentoring Program, and Women's Leadership Academy
- Free programs aimed at students and younger members
- Discounted admissions to programs for students and unemployed

Generate new revenue areas for chapter

- Explore new areas for revenues (e.g., hosting WTS International conference, TEDx conference, or other similar galas)
- Explore new partnerships with other organizations (e.g., tech companies, Bay Area Council)
- Establish a financial reserve for back-up purposes as well as to fund new program ideas

Update our chapter's stakeholders and community on work we do

- Develop annual report for members, corporate partners, and agency partners
- Create a comprehensive, easy-to-use calendar of chapter activities for the website
- Learn about scholarship winners' development since receiving award and provide updates in annual report or newsletter

Chapter operations

- Increase diversity of the chapter's board members, committee chairs, and volunteers
- Engage in succession planning to ensure continuity within the board's leadership and relevance to the transportation community





Governance

Our chapter is managed by a four-person executive board made up of the President, Vice President, Secretary, and Treasurer. The executive board supports the following committees, which are led by a chair or co-chairs who develop and implement events and activities related to their committees’ focus areas:

Board of Directors

2019-2020

Tam Tran	President
Jean Banker	Vice President
Adrienne Taylor	Treasurer
Dana Weissman	Secretary
Christina Grossenbacher	Past President

Committee

Doris Lee & Karlina Wu	Annual Event
Meghan Mitman	Awards
Brandi Childress & Marjorie Alexander	Communications
Ingrid Supit	Corporate and Agency Partnerships
Mydria Clark & Shari Tavaf	Diversity and Inclusion
Myat Ohn	Membership
Arielle Fleisher & Audrey Shiramizu	Mentoring Program
Michelle Go & Sarah Goldspink	Programs
Sarah Goldspink	South Bay Programs
Christina Watson	Monterey Bay Programs
Aida Banihashemi & Erin McAuliff	Special Events
Jasmin Mejia	Professional Development
Allison Quach & Natalia Sifuentes	Students and Younger Members
Marcella Rensi	Scholarships
Camille Williams & Rachel Kush	Women’s Leadership Academy



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Acknowledgments

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