

20/20 Vision

Preamble

The Intermodal Freight Transportation Institute (IFTI) was created in April, 2007 with funding provided in the 2005 federal SAFETEA-LU transportation legislation. The University of Memphis received funding for two separate programs. This funding, with the required matching funds from government and private sector sources, approached \$7 million. The monies have been used to establish IFTI, support education programs, conduct research and provide outreach/technology transfer in the area of freight transportation and logistics.

In June, 2012, the initial federal funding ends. IFTI received notification in January, 2012 that the proposal submitted by a consortium of ten universities headed by the University of Wisconsin, Madison Center for Freight and Infrastructure Research and Education (CFIRE) was funded for one year by the U.S. DOT at \$3.5 million. The University of Memphis will serve as the southern hub for the team. Other schools in the southern hub are Vanderbilt University, The University of Alabama, Huntsville, and the University of Southern Mississippi. The consortium must match the grant dollar for dollar with non-federal sources and complete all work within two years. The purpose of this strategic plan is to guide IFTI as it transitions into the future.

Vision

The vision is that IFTI will be a nationally recognized leader in linking **people** to **solutions** in freight and logistics through research, education and technology transfer activities.

Strategic Plan Development Process

The strategic plans sets forth a series of goals in the key result areas of education, research, and outreach/technology transfer for IFTI for 2012, 2015, and 2020. It contains supporting information regarding the resources needed to achieve these goals, the potential sources for these resources, and it identifies IFTI personnel responsible for meeting these goals.

Dreamers. Thinkers. Doers.
Research. Education. Outreach.

20/20 Vision

Key Result Area: Education

Objectives:

- Foster the educational and professional development of K-12 learners; university undergraduate and graduate students and practicing transportation professionals
- Provide a focus on educational pathways to satisfy industry needs

Actions:

- Engage and provide funding for faculty positions in Engineering, Business, and other related disciplines
- Recruit qualified intelligent, dynamic masters and PhD students from national and international universities
- Deliver high-quality transportation curricula at the undergraduate and graduate levels to meet the evolving needs of the profession
- Coordinate efforts with the CFIRE consortium (University Transportation Center)

Metrics of Success (annually):

Topic	2012	2015	2020
New Funded Faculty	1 part-time Business faculty	1 new faculty Business line item	Full time Business and Engineering Associate Directors
	1 part time Engineering faculty	1 new faculty Engineering line item	New faculty in Engineering and Business
Funded Students	6 Masters	12 Masters	14 Masters
	5 PhD	7 PhD	10 PhD
Student Recruitment Plan	Develop/implement regional plan	Develop/implement national plan	Develop/implement international plan
New Graduate Level Courses	1	2	1
Transportation Masters Program	Determine program functionality of an interdisciplinary transportation masters program between engineering and business	Establish an interdisciplinary transportation masters program between engineering and business	Continue an interdisciplinary transportation masters program between engineering and business and assign a staff member to manage administrative demands
Transportation Undergraduate Program	Explore establishing an interdisciplinary undergraduate degree with the University College	Begin offering an interdisciplinary undergraduate degree through the University College	University College and Masters Program in transportation needs
K-12 Outreach	Expand scope of GEE and TREC to reach underrepresented rural communities in TN, MS, AR Coordinate efforts with CFIRE	Increase racial and cultural diversity among GEE and TREC participants Coordinate efforts with other in the CFIRE consortium on K-12 programs	Continue on-going efforts on K-12 programs

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Key Result Area: Research

Objectives:

- Perform cutting-edge freight transportation research of regional and national significance
- Establish cooperative research programs with other leading universities
- Concentrate transportation and transportation related research to policy, modeling, simulation, green technologies and sustainability
- Support private sector research initiatives

Actions:

- Engage and fund Engineering, Business and other faculty in freight transportation research that will enhance the movement of goods and economic development in the US
- Prepare proposals and receive research funding from governmental agencies, industry, and other organizations on freight-related topics
- Publish and present research in peer-reviewed publications and at highly regarded professional conferences
- Coordinate efforts with the CFIRE consortium (University Transportation Center)

Metrics of Success (annually):

Topic	2012	2015	2020
Funded Faculty Researchers	6	8	14
Research Projects	7	13	18
Research Funds	\$1 Million	\$1.5 Million	\$2.5 Million
Publications/ Presentations	12	20	30

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Key Result Area: Outreach

Objectives:

- Educate and engage constituents through significant technology transfer activities and transportation workforce development activities
- Use technology transfer activities to enhance career pathways

Actions:

- Provide hands-on leadership and transportation knowledge and experience throughout the Freight Transportation Leadership Academy
- Offer professional development courses for practitioners in the freight transportation field
- Actively participate and facilitate conversations on freight transportation issues through webinars, social networking platforms, conferences, and meetings
- Develop and implement a communications plan to elevate the presence and impact of IFTI
- Coordinate efforts with CFIRE consortium (University Transportation Center)

Metrics of Success (annually):

Topic	2012	2015	2020
Academy			
Offerings	2	2.5	3
Participants	40	70	75
Revenue	\$250 K	\$350 K	\$500 K
Professional Development Courses			
Offerings	2	4	4
Revenue	\$10 K	\$20 K	\$25 K
Conferences to Engage Community	6	8	10
Seminars/Symposiums Presentations	12	24	30
Community Touch Points			
# on Mailing List	600	1000	1500
News Articles	6	18	24
Total Individual Contacts	16	16	16

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