AASHTOWare
Strategic Plan 2025

AASHTOWare
AASHTO

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.