

STRATEGIC PLAN ROADMAP

Conduct highly-impactful research

- Increase visibility of research
- Define high-impact research areas
- Propose and define research topics with government agencies and companies
- Contribute to the science of driving simulation

Build the brand

- Define our brand
- Host and increase presence at conferences
- Present professional and modern image
- Increase awareness of publications
- Increase engagement with communities
- Increase staff engagement

Align with UI and college strategies

- Increase journal articles published
- Improve/expand on-campus research collaborations
- Involve students in R&D activities
- Support UI outreach and recruitment efforts

Advance our Capabilities

- Enhance facilities and methods
- Foster a culture of efficiency
- Improve user experience
- Promote professional development and continual learning

Grow sustainable programs and partnerships

- Provide value-added services and products
- Articulate clear, investable research programs
- Develop new and nurture existing relationships
- Obtain independent funding to support faculty pilot studies
- Diversify funding
- Increase engagement in high-impact research areas

THE NATIONAL ADVANCED DRIVING SIMULATOR

IMPROVING SAFETY BY RESEARCHING THE CONNECTION BETWEEN DRIVERS, MOTOR VEHICLES, AND ROAD USERS



College of Engineering

Driving excellence: Transforming the future

Innovation • Collaboration • Empowerment • Integrity • Commitment to Outreach