Conduct highlyimpactful 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

Strategic Plan Roadmap



- 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



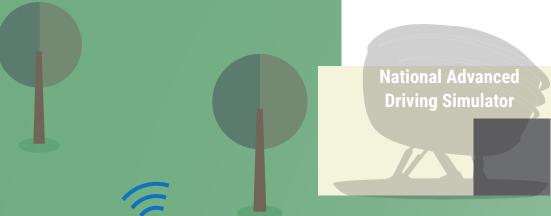
Align with UI and college strategies

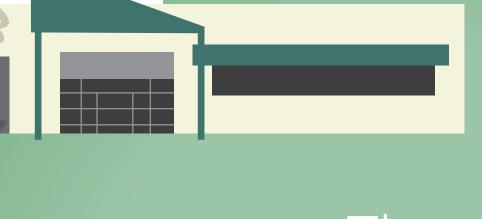
- Increase journal articles published
- Improve/expand on-campus research collaborations
- Involve students in R&D activities
- Support UI outreach and recruitment efforts



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









The Driving Safety Research Institute

Improving safety by researching the connection among drivers, vehicles, and road users



College of

• 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

Driving Excellence: Transforming the Future

Innovation • Collaboration • Empowerment • Integrity • Commitment to Outreach