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

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

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 Driving Safety Research Institute
Improving safety by researching the connection among drivers, vehicles, and road users

Driving Excellence: Transforming the Future
Innovation • Collaboration • Empowerment • Integrity • Commitment to Outreach