

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

National Advanced Driving Simulator

The Driving Safety Research Institute

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

IOWA

College of Engineering

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

Driving Excellence: Transforming the Future

Innovation • Collaboration • Empowerment • Integrity • Commitment to Outreach