Build the brand
• Promote the DSRI brand as leaders in both simulation and on-road research
• Host and increase presence at conferences
• Increase engagement with communities
• Celebrate and communicate our achievements
• Build influence with state and federal decision makers

Conduct highly-impactful research
• Increase visibility of research
• Expand high-impact research areas
• Propose and define research topics with government agencies and companies
• Increase journal articles published
• Improve/expand on-campus research collaborations

Align with UI and college strategies
• Involve students in research and development to prepare them for future careers
• Support UI outreach and recruitment efforts
• Foster an environment where all members and students are supported and able to thrive

Advance our capabilities
• Modernize our facility
• Push the boundaries of state-of-the-art simulation capabilities
• Advance industry-leading methods

Grow sustainable programs and partnerships
• Provide value-added services and products
• Articulate clear, investable research programs in our rapidly-changing landscape
• Develop new and nurture existing relationships
• Obtain independent funding to support 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 • Outreach