

Strategic Plan Roadmap

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

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

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

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 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

Driving Excellence: Transforming the Future

Innovation • Collaboration • Empowerment • Integrity • Outreach