



IEEE Intelligent Transportation Systems Society Outreach Committee: Bridging Connections and Fostering Engagement

History and Evolution

In February 2022, the IEEE Intelligent Transportation Systems Society (ITSS) took a significant step forward with the formation of the Outreach Committee as an AdHoc initiative by then-President Prof. Dr. Cristina Olaverri-Monreal. This committee was established to enhance the Society's outreach efforts and strengthen connections within the transportation technology community. The success of the committee's activities throughout 2022 led to its elevation to a standing committee starting in 2023, reflecting its integral role in advancing the Society's mission.

Role of the Committee

The ITSS Outreach Committee plays a vital role in expanding the Society's reach, engaging members, fostering collaboration, and increasing industry cooperation within the transportation technology community. Through various initiatives and activities, the committee aims to promote awareness of ITSS initiatives, connect members with valuable resources and opportunities, and facilitate collaboration between academia, industry, and government sectors.

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Highlights of Past Activities

Throughout 2022 and 2023, the IEEE ITSS Outreach Committee has achieved remarkable milestones:

- supported the organization of 15 webinars, reaching over 500 participants globally
- organized outreach events at eight conferences, attracting over 1,000 attendees
- extended the Society's educational resources and materials, resulting in 20% increase in engagement
- established collaboration with three industry stakeholders, leading to joint projects
- increased social media following by 30%, reaching a broader audience and enhancing Society visibility.

Plans for 2024

The ITSS Outreach Committee is poised to continue its impactful work in 2024 with the following planned activities:

- Enhance visibility at IEEE IV 2024 in Jeju, Korea, and IEEE ITSC 2024 in Edmonton, Canada, through booth participation and targeted e-mail campaigns.
- Identify key partners, organize joint events, and facilitate knowledge exchange with industry partners to foster collaboration and innovation.

- Facilitate strategic collaboration with Society volunteers to align outreach efforts with their activities and initiatives.

2024 Committee Members

The current committee members are as follows:

- Ahmed Hussein (chair, Germany)
- Alessandro Bozzi (Italy)
- Jonathan Sprinkle (USA)
- Lingxi Li (USA)
- Maria Laura D. Monache (USA)
- Maryam Kaveshgar (India)
- Omar Shehata (Egypt)
- Silvia Siri (Italy)
- Subramanya Navada (India).

How to Get Involved

All ITSS volunteers are encouraged to engage with the Outreach Committee by reaching out via e-mail at outreach@ieee-itss.org. For any questions or inquiries about the Society, both members and nonmembers are welcome to contact the committee for assistance or information.

About the Author

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