



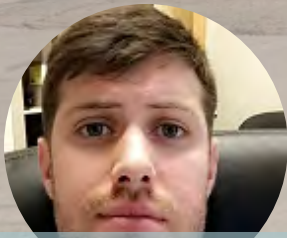
APTA  
Emerging Leaders Program

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# THE LADDER OF SUCCESS

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Shifting Focus from Climbing  
to Building



**BRENDAN**



**JANE**

**THE TEAM**



**HANNAH**



**VIKTORIA**

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# THE BIG IDEA

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1. The Need
2. Information Sharing through Technology
3. Building a Tighter Network through Mentorship







## INFORMATION SOURCES

## 2017 Networking Survey:

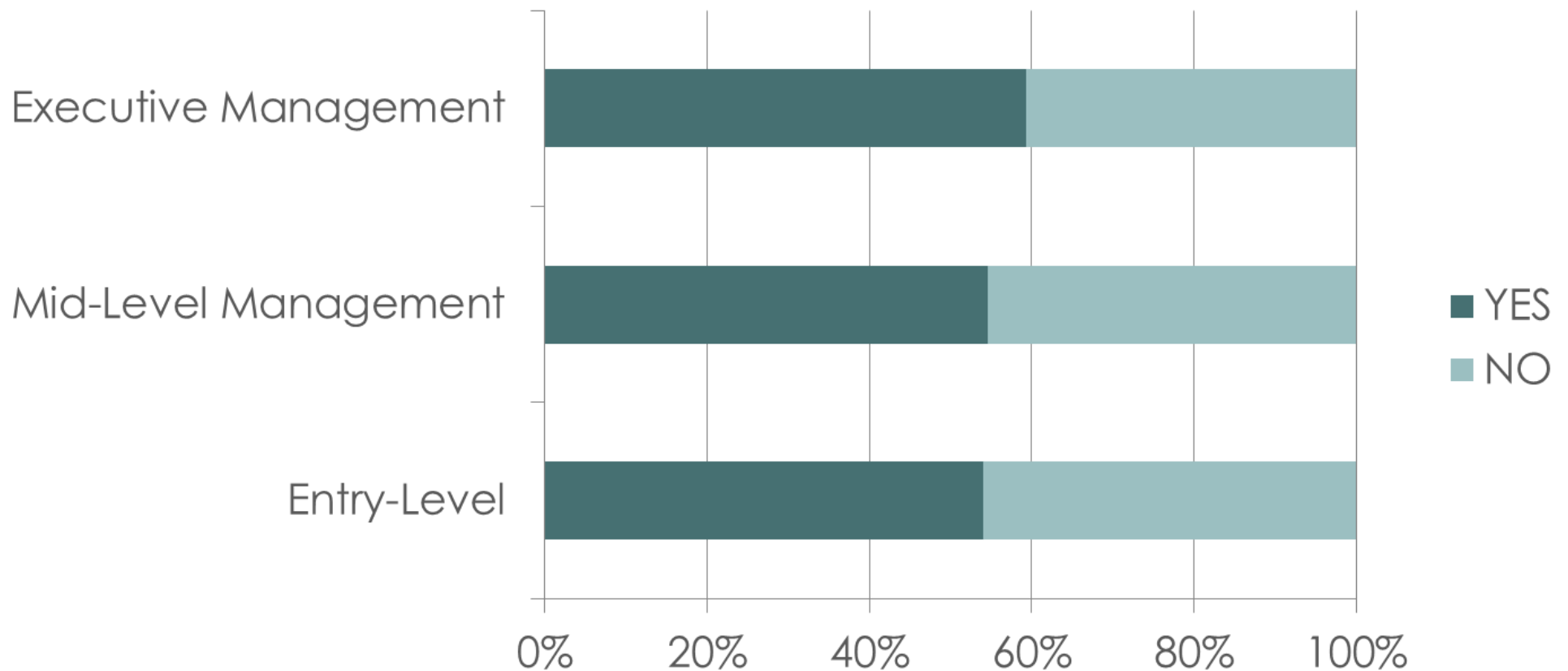
- 285 RESPONSES

### Interviews:

- APTA MEMBERS
- APTA COMMITTEE MEMBERS
- ELP MENTORS
- ELP ALUMNI

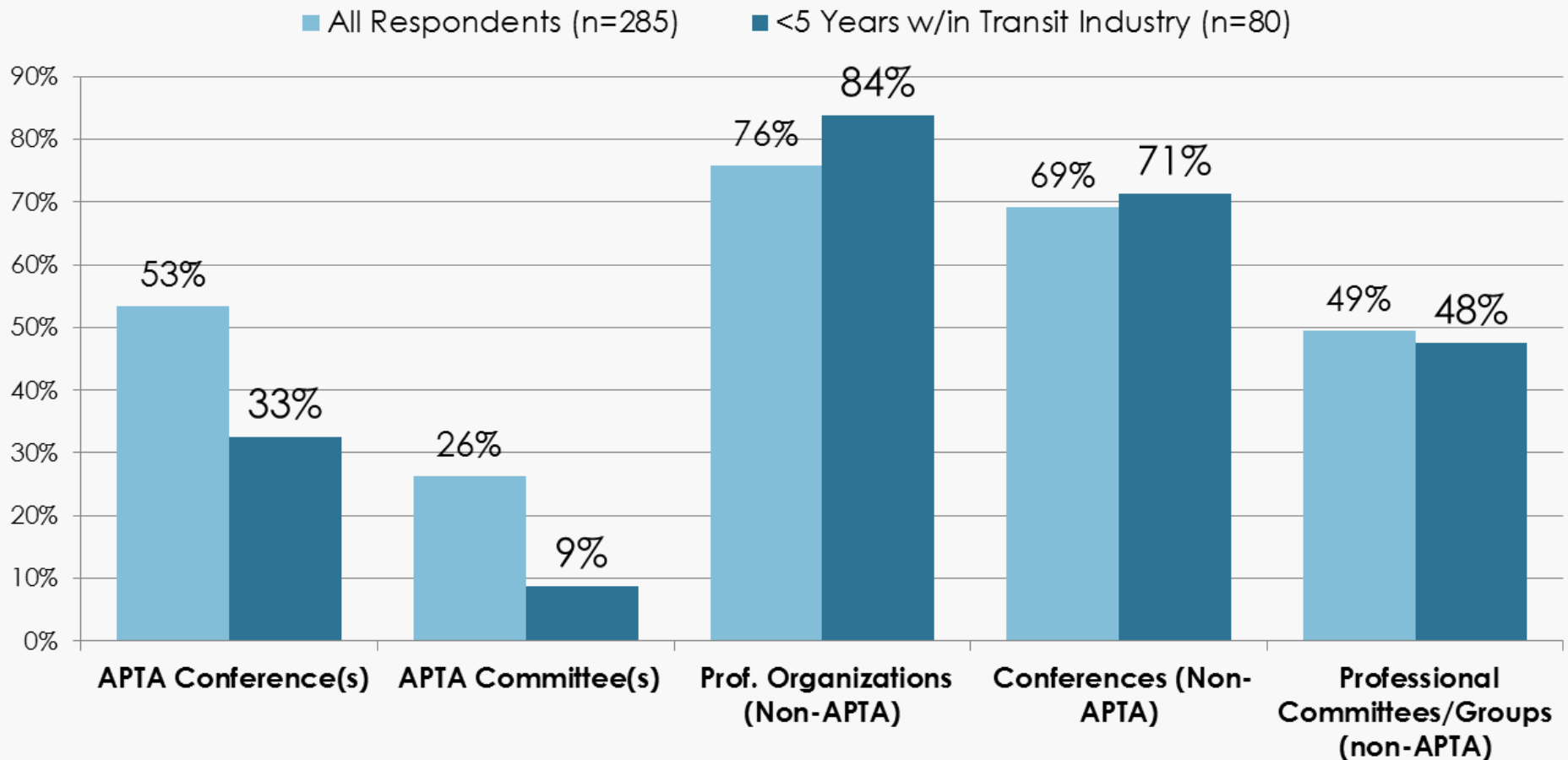
## CURRENT CONDITIONS

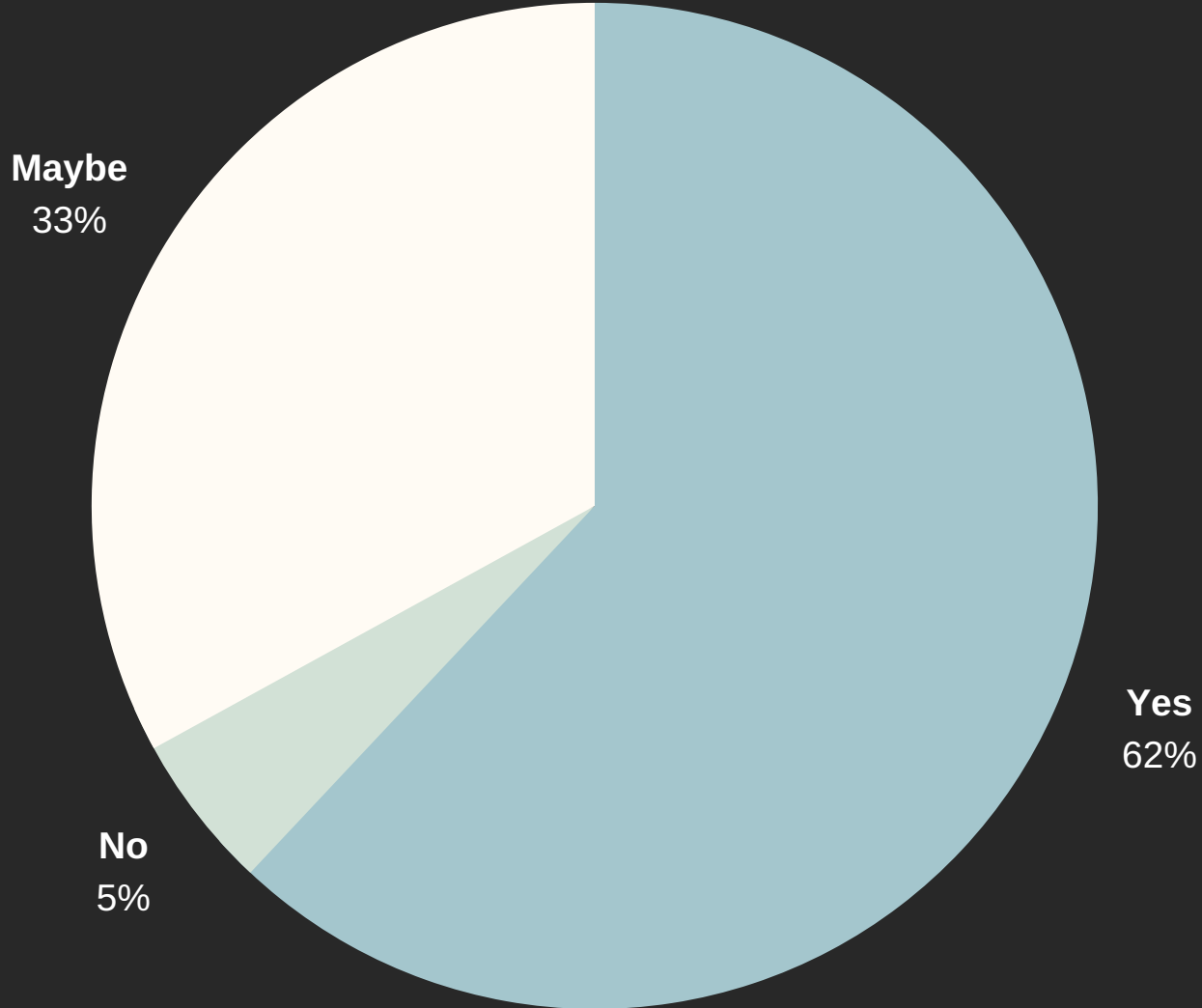
**Are there sufficient networking opportunities/resources in transit? (n=285)**



# CURRENT CONDITIONS

## Emerging Leaders Use of Networking Resources, in the Past 5 Years





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## CURRENT CONDITIONS

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Respondents with  
five years or less of  
transit experience  
would like to  
participate in more  
networking  
opportunities.  
n=80

***"Connections between older and younger individuals"***

***"It can feel like a closed clique to someone just entering the industry"***

***"There needs to be more frequent options run by people who have the time to plan these events"***

***"Need opportunities for mid- and low-level professionals"***

***"It is hard to connect to industry peers doing the same job at other agencies"***

***"I haven't really been asked to participate, or know of avenues to participate in"***

***"Very few are aware of the opportunities to be actively engaged in the organization"***

***"More free, informal opportunities"***

***"Only have a couple of chances to connect with people in the same position"***

***"It seems that conferences are the only opportunity for networking"***

***"Not enough interaction between systems of similar size outside of conference meetings"***

***"Most transit networking only available at out of town conferences"***

***"Like to see agencies develop relationships whereby information could be shared on, especially new trends and major projects or policies"***



## DESIRE TO NETWORK

45% SEE ROOM  
FOR IMPROVEMENT

## LIMITATIONS

- Funding/Travel
- Target Audience/Subject Matter
- Availability
- Awareness



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## NETWORKING BOOST

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Potential  
strategies to  
improve sharing  
across the  
industry

How do we support networking efforts?

- Promote Webinars (i.e. TED Talks)
- Encourage Mentoring
- Increase Social Media Presence
- Expand and Diversify Workshops
- Designate Local APTA Ambassadors
- Establish Regional Transit Functions
- Create On-Boarding Materials

*"Connections between older and younger individuals"*

*"It can feel like a closed clique to someone just entering the industry"*

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# INNOVATION WEBINAR SERIES

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- Quarterly sessions
- Organized by ELP Alumni
- 2 presentations per session to highlight one (sub)committee
- 15 minute presentations, 10 minutes Q&A







## **BENEFITS**

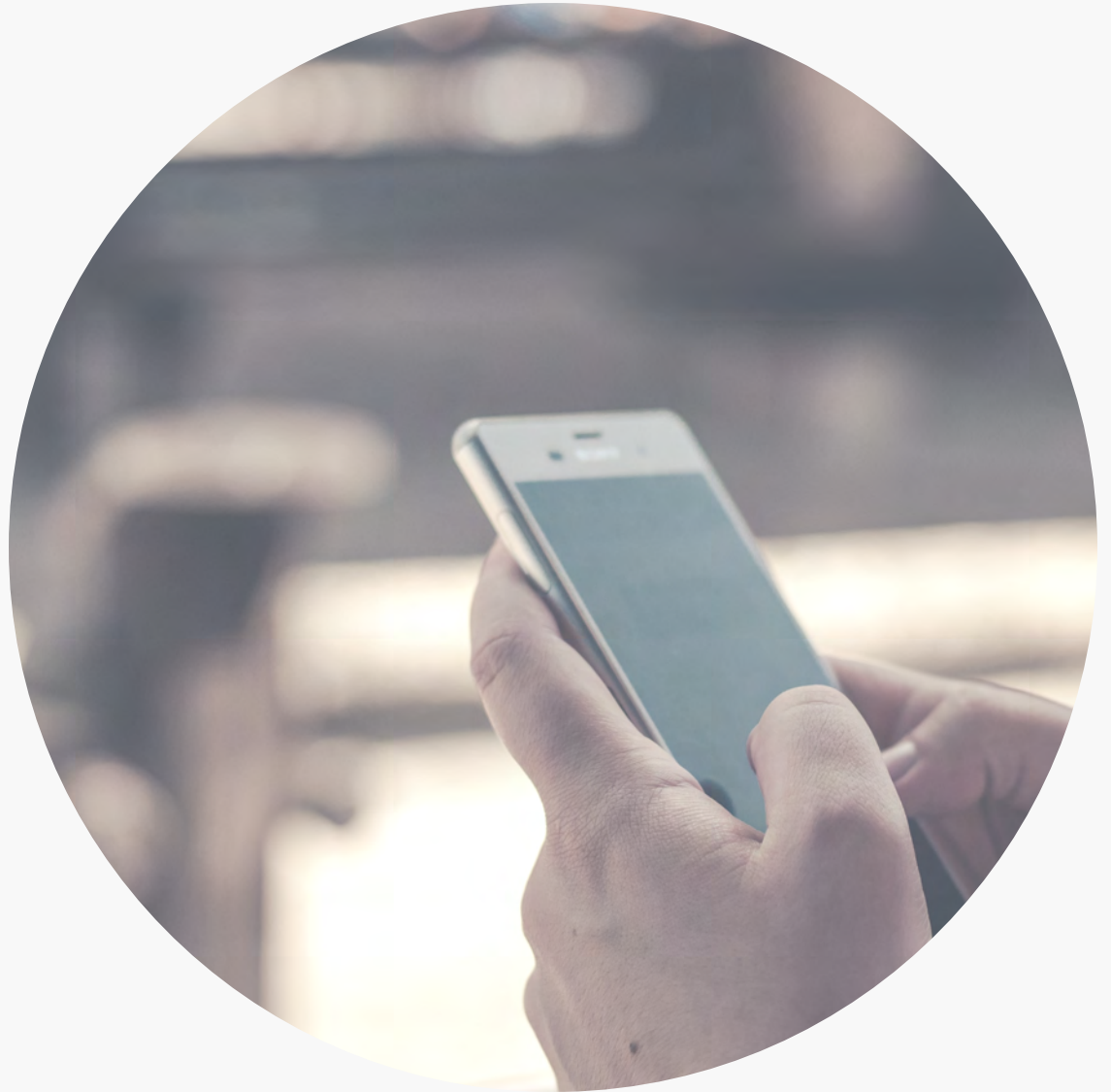
- Professional development & networking from your desk
- Minimal financial cost
- Educate APTA members about work of (sub)committees
- Exchange information and ideas
- Recruit committee volunteers
- Organizers gain exposure

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# COMMUNICATION STRATEGY

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- ELP Alumni
- Social Media
- Leadership APTA Alumni
- APTA Committee Members
- APTA Website





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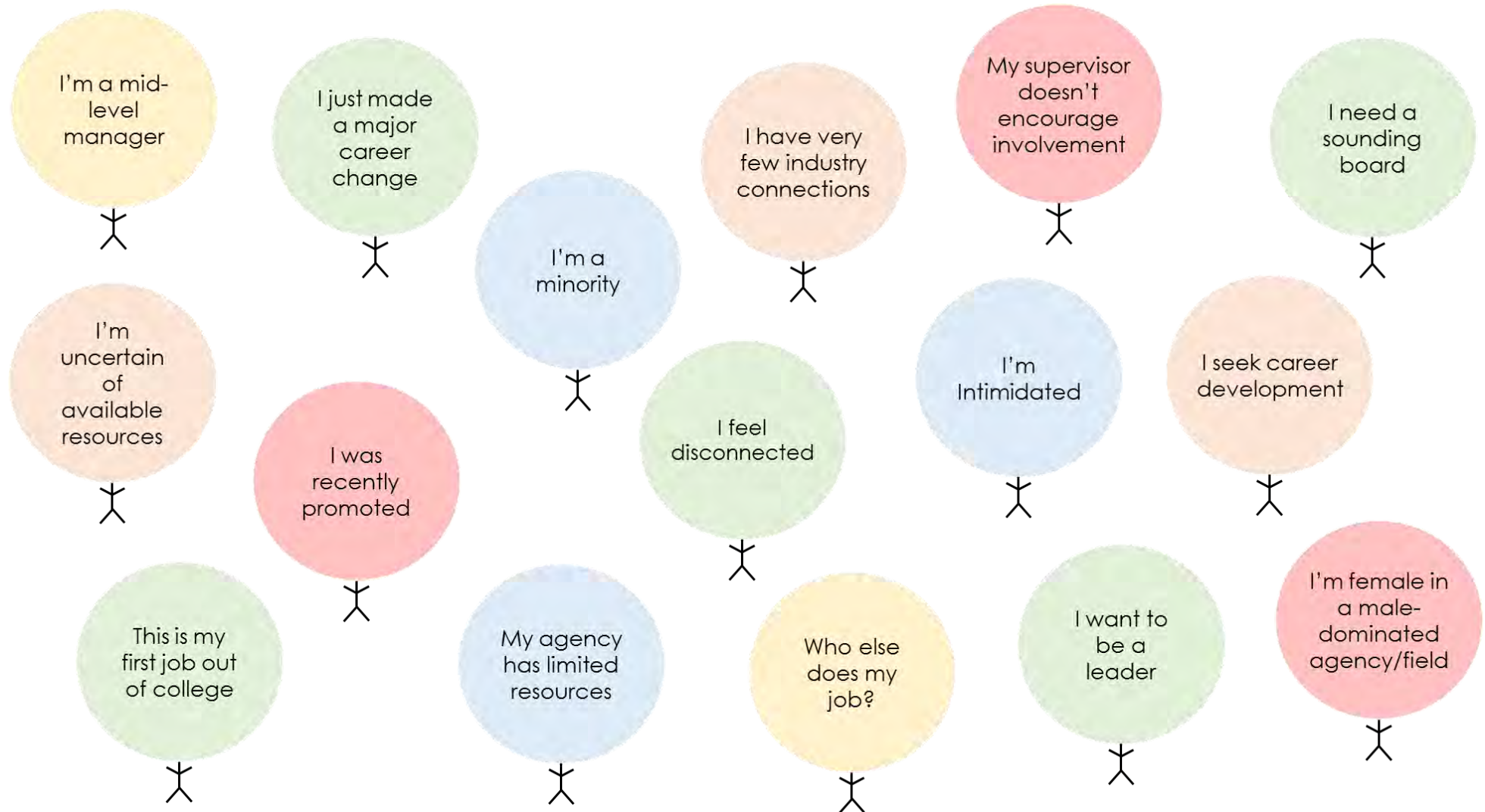
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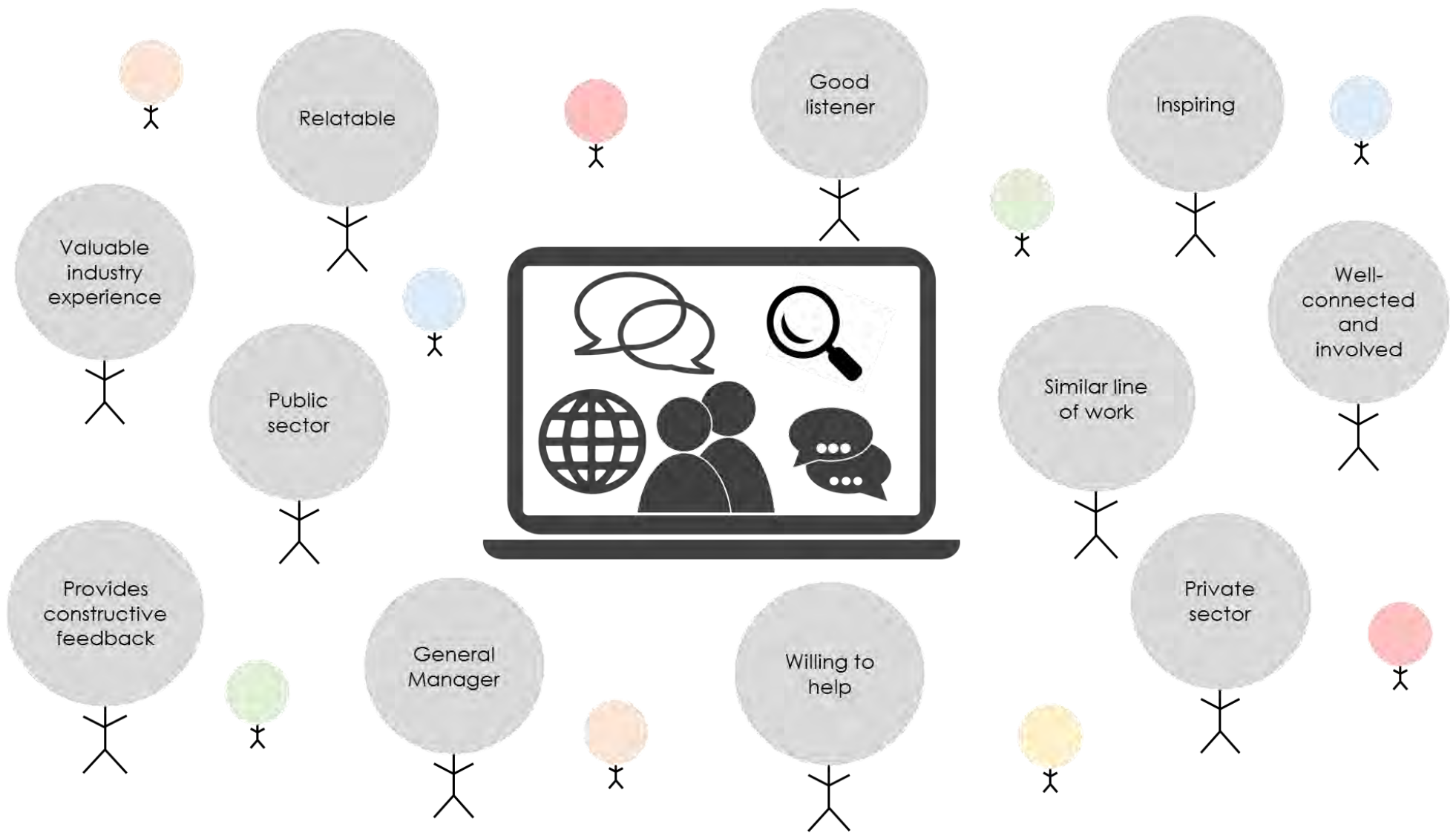
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# INDUSTRY-WIDE MENTORING PROGRAM





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# ONLINE PLATFORM

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**Louwana Oliva**

23 year in transit industry

Public Sector

General Manager

Centre Area Transportation Authority

State College, PA

Responsible for overall operation of  
small transit system serving community  
of State College, PA, home of the main  
campus of Penn State University.

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*"I have always told my mentees that my job is to prepare them to one day take over my job, or to have the ability to do the same somewhere in the industry."*

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- Joined CATA as part of succession planning for the General Manager.
- As Assistant GM at CATA, led transportation division
- Planned for and obtained funding for capital projects including fleet planning and construction of \$32 million facility expansion.
- Interests? Disability transportation and providing services that allow the individual to reach their high level of independence.
- My most important job? To raise adults who will be good citizens.





## **INGREDIENTS FOR SUCCESS**

- Online Platform
- Training & Education
- Participation





# MY FIRST NETWORKING EVENT

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What's  
going  
on?





# MY FIRST NETWORKING EVENT

Who are  
all these  
people?

Where  
do I go?

What do  
I do?

What's  
going  
on?





# MY FIRST NETWORKING EVENT

Who are  
all these  
people?

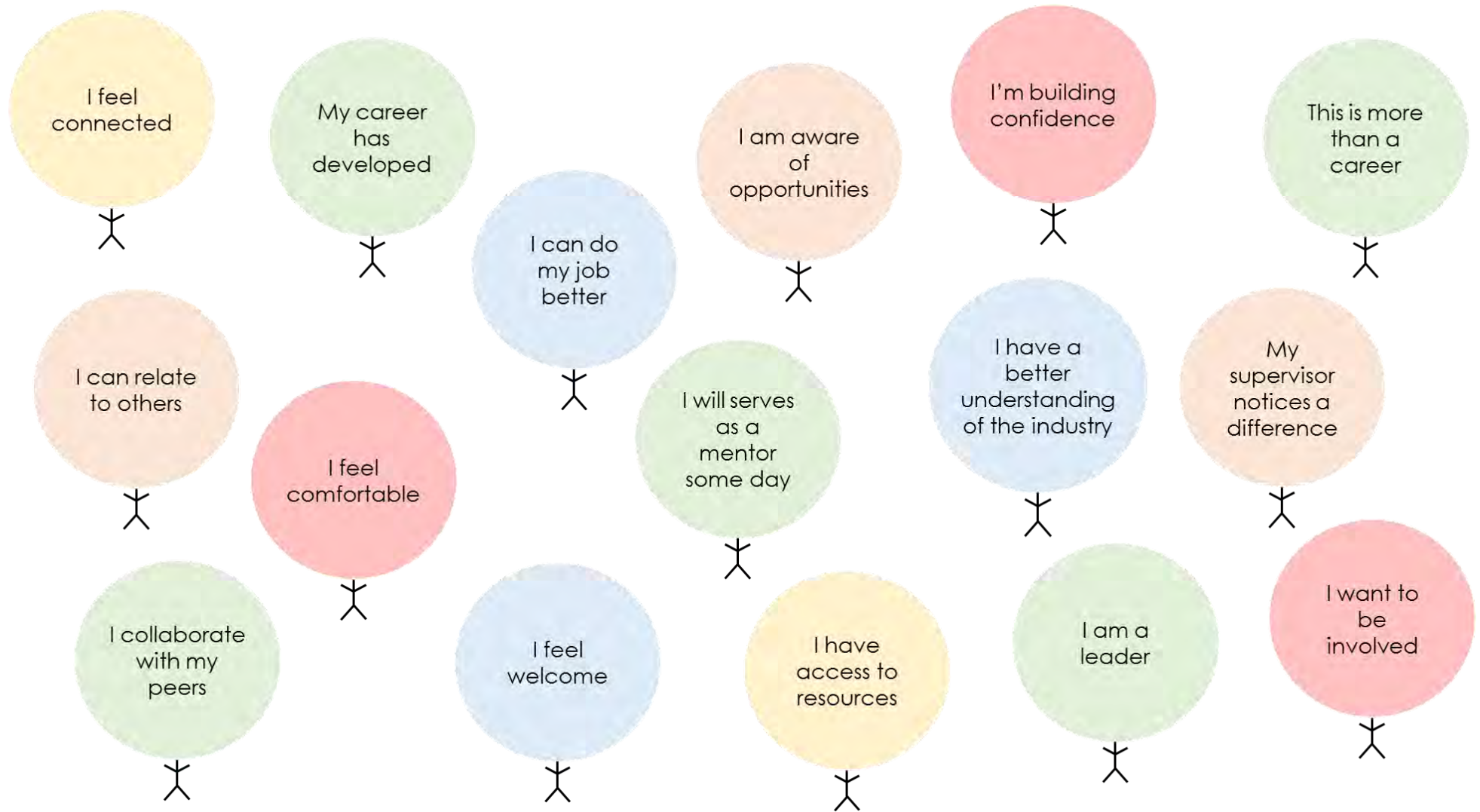
Where  
do I go?

What do  
I do?

What's  
going  
on?

I'll show  
you the  
ropes  
this time





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## CONNECTIONS ACROSS THE INDUSTRY

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Calling all leaders!

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**WE NEED YOU**

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Help us build strong  
ladders for the future