**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

**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

**Align with UI and college strategies**
- Increase journal articles published
- Improve/expand on-campus research collaborations
- Involve students in R&D activities
- Support 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

**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

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**THE NATIONAL ADVANCED DRIVING SIMULATOR**

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

Driving excellence: Transforming the future

Innovation • Collaboration • Empowerment • Integrity • Commitment to Outreach