
Manage, Update, and Maintain Communications Tools and Networks that Support Driver Education Efforts

Phases I - III

PROJECT MANAGEMENT PLAN

September 28, 2020 - September 28, 2023

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TITLE

Manage, Update, and Maintain Communications Tools and Networks that Support Driver Education Efforts Project Management Plan

PURPOSE

This document serves as the project management plan for the Association of National Stakeholders in Traffic Safety Education (ANSTSE) project to manage, update, and maintain communications tools and networks that support driver education efforts. The tools will be used to inform States or key stakeholders of current and emerging traffic safety issues and solutions relating to driver education; new and existing NHTSA programs and resources; successful projects and programs in other States and Regions; best practices that can be replicated; or to coordinate consensus building to formalize NTDETAS Standards or NTDETAS Strategic Plan.

BACKGROUND

The NTDETAS were initially released in 2009 and updated in 2017 by ANSTSE to assist in improving the administration of driver education programs nationally. ANSTSE, an association of major stakeholders, was created to maintain and, when necessary, upgrade the Standards and to provide oversight in implementation activities. This volunteer group of ANSTSE stakeholders consists of:

- AAA, William Van Tassel;
- American Association of Motor Vehicle Administrators (AAMVA), Kevin Lewis;
- American Driver and Traffic Safety Education Association (ADTSEA), Connie Sessoms, Jr.;
- Association for Driver Rehabilitation Specialists (ADED), Liz Green;
- Driver Education and Training Administrators (DETA), Nina Saint;
- Driving School Association of the Americas (DSAA), Sharon Fife;
- Governors Highway Safety Association (GHSA), John Saunders; and
- Transportation Research Board (TRB), Dan Mayhew.

Brett Robinson of Highway Safety Services serves as the Secretariat.

In 2017, ADTSEA, with the assistance of HSS staff and the Traffic Injury Research Foundation (TIRF), developed an NTDETAS Marketing Plan. This plan will assist in managing appropriate communications tools to inform States and key stakeholders of current and emerging traffic safety issues and solutions relating to driver education and the NTDETAS; identify new and existing NHTSA programs and resources available; identify successful projects and programs to use in other States and regions; site best practices that can be replicated; and assist to coordinate a consensus building process to formulate revisions.

OBJECTIVES

The objectives of this project are to:

1. Manage, update, and maintain communications tools and networks that support driver education efforts.
2. Conduct regular web meetings with State driver education administrators, subject matter experts (SMEs) and stakeholders for the direct exchange of information.
3. Develop communication tools, strategies, guidelines, manuals, procedures, bulletins, articles, and other tools to support State driver education administrators based on their needs.

4. Develop and implement a strategy to engage additional traditional and non-traditional professional stakeholders outside of the current ANSTSE member organizations.

SUPPORTING MATERIALS

- The Novice Teen Driver Education and Training Administrative Standards (NTDETAS), 2017
- NTDETAS Strategic Plan, 2017
- NTDETAS Marketing Plan, 2017

SPECIFIC ACTIVITIES

1. Prepare a Project Management Plan (PMP)

Prepare a PMP to manage, update, and maintain communications tools and networks that support driver education efforts throughout the year. The COR will review and provide comments.

2. Utilize Electronic Communications Networks and Tools for Sharing of Information

Utilize electronic communications networks and tools to share information among stakeholders in the driver education community, which will achieve identification of problems and assist to identify solutions. Communication channels will include: e-mail blasts, file sharing, listserv, website, webinars, publications, media. Specifically, HSS and ANSTSE will provide constant contact with stakeholders and utilize the ANSTSE website to assist States.

With the assistance of the ANSTSE organizations compile a comprehensive email list of all driver education stakeholders. Primary stakeholders are organizations or individuals that are directly engaged and involved with ANSTSE. Secondary stakeholders are organizations or individuals that are not directly engaged or involved with ANSTSE, but can provide support or input, if needed. Both stakeholders may benefit from ANSTSE. Stakeholders may include, but are not limited to:

Primary	Secondary
<ul style="list-style-type: none"> • ANSTSE member organizations (AAA, American Association of Motor Vehicle Administrators (AAMVA), American Driver and Traffic Safety Education Association (ADTSEA), Association for Driver Rehabilitation Specialists (ADED), Driver Education and Training Administrators (DETA), Driving School Association of the Americas (DSAA), Governors Highway Safety Association (GHSA), and Transportation Research Board (TRB). • State driver education administrators • State agencies (DOEs/OSPIS/DPIs/DOTs/DPSs/DMVs /OHSs, etc.) • Driving school owners/operators • Driver educators • Instructor training institutions and trainers 	<ul style="list-style-type: none"> • Traffic safety organizations, such as American Association of State Highway and Transportation Officials (AASHTO), National Transportation Safety Board (NTSB), National Safety Council (NSC) • Health departments and epidemiologists, such as Centers for Disease Control and Prevention (CDC) • Academic research institutions such as Children’s Hospital of Philadelphia (CHOP), Traffic Injury Research Foundation (TIRF), Virginia Tech Transportation Institute (VTTI) • Highway safety research centers such as Insurance Institute for Highway Safety (IIHS), University of North Carolina Highway Safety Research Center (NCHSRC), Volpe National Transportation Systems Center

Primary	Secondary
<ul style="list-style-type: none"> • Licensing and certification institutions • Universities and colleges involved in driver education activities 	<ul style="list-style-type: none"> • Law Enforcement associations, sch as International Associations of Chiefs of Police (IACP), National Sheriffs Association (NSA) • Student and parent associations, such as Parent Teacher Association (PTAs), National Student Safety Program (NSSP), Students Against Destructive Decisions (SADD)

3. Conduct Regular Web Meetings

Conduct regular web meetings (not less than two (2) times annually) with State driver education administrators, SMEs and stakeholders for the direct exchange of information related to current driver education issues or new materials developed by ANSTSE. Specifically, HSS will conduct 2 webinars annually with State driver education administrators and will conduct 2 webinars annually with SMEs and other stakeholders.

4. Develop Communication Tools

Develop communication tools, strategies, guidelines, manuals, procedures, bulletins, articles, and other tools to support State driver education administrators based on their needs, if needed.

Specifically, HSS will:

- Develop and provide to ANSTSE member organizations, and other national stakeholders, information, and messaging to distribute within their respective memberships.
- Update the ANSTSE/NTDETAS Marketing Plan to include a section on implementing strategies for communication efforts.
- Include a new section on the ANSTSE website to allow users to join an e-mail list and join the listserv to receive ANSTSE news and updates.
- Continue to update and populate the ANSTSE Resource Library on the ANSTSE website, which contains documents to assist with the implementation of the NTDETAS. Track the number of times documents and webinars are accessed through Blue Host and You Tube. Resource library tools may include but are not limited to:
 - Standards, guidelines, promising practices, white papers, fact sheets, reports, statistics, implementation strategies, research, etc.
 - Presentations and webinars associated with the implementation of the NTDETAS.

5. Develop and Implement a Strategy to Engage Additional Stakeholders

Develop and implement a strategy to engage additional traditional and non-traditional professional stakeholders outside of the current ANSTSE member organizations that may have influence and impact on driver education (e.g., the International Associations of Chiefs of Police (IACP), the National Sheriffs Association (NSA), vehicle technology systems SME's, Students Against Destructive Decisions (SADD), the National Safety Council (NSC), and the Insurance Institute for Highway Safety (IIHS). These organizations are included in the list of secondary stakeholders above. HSS will also engage the memberships of ANSTSE's member organizations, with their assistance. The goal of the effort is to share information and seek coordination among a larger set of stakeholders in contributing to the mission of the NTDETAS and NHTSA's national perspective.

6. Create a List of All Planned Updates to Communications Tools

Create a list of all planned updates to communications tools meant to inform State or key stakeholders of current and emerging traffic safety issues and solutions relating to driver education (e.g., e-communications, listserv, etc.).

7. Prepare and Submit Revised PMP

Prior to Phases II and III, revise the PMP for communications tools and networks and have the COR review and provide comments.

DELIVERABLES

Phase I

1. Submit Project Management Plan to manage, update, and maintain communications tools and networks that support driver education efforts
2. Submit developed materials for the management, updating, and maintenance of communications tools and networks that support driver education efforts
3. Submit revised Project Management Plan to manage, update, and maintain communications tools and networks that support driver education efforts

Phase II

4. Submit developed materials for the management, updating, and maintenance of communications tools and networks that support driver education efforts
5. Submit revised Project Management Plan to manage, update, and maintain communications tools and networks that support driver education efforts

Phase III

6. Submit developed materials for the management, updating, and maintenance of communications tools and networks that support driver education efforts

TIMELINE

TASK # C.5.1	Phase I	TASK OWNER	DUE DATE / TARGET DATE	TIME TO COMPLETE	DURATION
C.5.1.7	Manage, Update, and Maintain Communications Tools and Network that Support Driver Education Efforts				
C.5.1.7.1	Create and submit a PMP for communication that supports DE	Tracy	3/28/2021	6 months	N/A
C.5.1.7.2	COR reviews and provides comments on plan for communication that supports DE	COR	4/11/2021	14 days	N/A
C.5.1.7.3	Implementation of PMP for communication that supports driver education	Tracy	9/28/2021	Ongoing	N/A
C.5.1.7.4	Create a list of all planned updates to communication tools	Tracy	9/28/2021	7 months	N/A
C.5.1.7.5	Use electronic communication to share information with the DE community	Tracy	9/28/2021	7 months	N/A
C.5.1.7.6	Submit to COR and web meeting attendees an agenda, presentation, action items, etc.	Christie	4 days prior to web meeting	9 months	N/A
C.5.1.7.7	Conduct regular web meetings with driver education SME's and stakeholders	Brett and Christie	9/28/2021	9 months	Regular web mtgs, 2 hrs ea.
C.5.1.7.8	Develop strategies and other tools to support DE administrators	Brett and Christie	9/28/2021	7 months	N/A
C.5.1.7.9	Develop and implement a strategy to engage additional stakeholders	Brett and Christie	9/28/2021	7 months	N/A
C.5.1.7.10	Produce and submit draft materials for communication tools and networks	Brett	9/28/2021	11 months	N/A
C.5.1.7.11	COR reviews and provides comments on produced resources or materials	COR	Within 14 days of receipt	14 days	N/A
C.5.1.7.12	Prepare and submit a revised PMP for communication for Phase II	Tracy	8/28/2021	5 months	N/A
C.5.1.7.13	COR reviews and provides comments on revised PMP for communication tools	COR	9/17/2021	14 days	N/A

TASK # C.5.2	Phase II	TASK OWNER	DUE DATE / TARGET DATE	TIME TO COMPLETE	DURATION
C.5.2.5	Manage, Update, and Maintain Communications Tools and Network that Support Driver Education Efforts				
C.5.2.5.1	Implementation of PMP for communication that supports driver education	Tracy	9/28/2022	Ongoing	N/A
C.5.2.5.2	Use electronic communication to share information with DE community	Tracy	9/28/2022	Ongoing	N/A
C.5.2.5.3	Submit to COR and web meeting attendees an agenda, presentation, action items, etc.	Christie	4 days prior to meeting	Ongoing	N/A
C.5.2.5.4	Conduct regular web meetings with driver education SME's and stakeholders	Brett and Christie	9/28/2022	Ongoing	2 hours each
C.5.2.5.5	Develop strategies and other tools to support DE administrators (e.g. articles, manuals)	Brett and Christie	9/28/2022	Ongoing	N/A
C.5.2.5.6	Develop and implement a strategy to engage additional stakeholders	Brett and Christie	9/28/2022	Ongoing	N/A
C.5.2.5.7	Submit developed materials	Brett	8/28/2022	12 months	N/A
C.5.2.5.8	COR reviews and provides comments on produced resources or materials	COR	9/11/2022	14 days	N/A
C.5.2.5.9	Prepare and submit a revised PMP for communication for Phase III	Tracy	8/28/2022	5 months	N/A
C.5.2.5.10	COR reviews and provides comments on revised PMP for communication tools	COR	9/11/2022	14 days	N/A

TASK # C.5.3	Phase III	TASK OWNER	DUE DATE / TARGET DATE	TIME TO COMPLETE	DURATION
C.5.3.5	Manage, Update, and Maintain Communications Tools and Network that Support Driver				
C.5.3.5.1	Implementation & revision of PMP for communication that supports driver education	Tracy	9/28/2023	Ongoing	N/A
C.5.3.5.2	Use electronic communication networks to share information with the DE community	Tracy	9/28/2023	Ongoing	N/A
C.5.3.5.3	Submit to COR and web meeting attendees an agenda, presentation, action items, etc.	Christie	4 days prior to meeting	Ongoing	N/A
C.5.3.5.4	Conduct regular web meetings with driver education SME's and stakeholders	Brett and Christie	9/28/2023	Ongoing	2 hours each
C.5.3.5.5	Develop strategies and other tools to support DE administrators (e.g. articles, manuals)	Brett and Christie	9/28/2023	Ongoing	N/A
C.5.3.5.6	Develop and implement a strategy to engage additional stakeholders	Brett and Christie	9/28/2023	Ongoing	N/A
C.5.3.5.7	Submit developed materials for mgmt., update & maintenance of communication tools	Brett	8/31/2023	12 months	N/A
C.5.3.5.8	COR reviews and provides comments on produced resources or materials	COR	9/14/2023	14 days	N/A

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ACRONYMS

AAA	American Automobile Association
AAMVA	American Association of Motor Vehicle Administrators
ADTSEA	American Driver and Traffic Safety Education Association
ADED	Association for Driver Rehabilitation Specialists
ANSTSE	Association of National Stakeholders in Traffic Safety Education
COR	Contracting Officer's Representative
DETA	Driver Education and Training Administrators
DOT	Department of Transportation
DSAA	Driving School Association of the Americas
GHSA	Governors Highway Safety Association
HSS	Highway Safety Services, LLC
NHTSA	National Highway Traffic Safety Administration
NTDETAS	Novice Teen Driver Education and Training Administrative Standards
PM	Project Manager
PMP	Project Management Plan
Standards	Novice Teen Driver Education and Training Administrative Standards
TRB	Transportation Research Board