

ITSA ACADEMY

Why You Should Invest in Your Workforce with “Introduction to Transportation Data”

ITS America’s core mission is the **safe and efficient deployment of ITS technologies** to build a better transportation future.

As the industry rapidly evolves, it is critical that those who are building this future are adequately armed with the skills and knowledge necessary to get the job done well. However, through comprehensive studies, *experts have identified gaps in the current transportation industry workforce pipeline, especially in regard to ITS technologies.*



That’s why we created ITSA Academy.

We want to ensure that the workforce, in all sectors spanning private, public, and academic, **have a manageable way of staying up to date on how to assess, deploy, and manage the latest ITS technologies.**

ITSA Academy is our newest platform that will house a series of training courses **designed to deliver and develop the critical skills that your workforce needs to stay ahead**, backed by expert insight and mindfully designed for effective training.

“**Introduction to Transportation Data**” is an essential primer for one of the most relevant topics in contemporary ITS conversation.



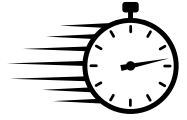
This self-paced, 3-hour on-demand course contains current best practices regarding the collection, use, and management of data, arming attendees with practical knowledge applicable to their roles.

This introductory course draws on expert insights and real-world case studies to unpack how transportation data can be used to reach key safety and mobility performance goals. Ultimately, this course will bridge the gap between the private and public sector workforce by familiarizing participants with key industry needs and the overarching importance of wide scale ITS technology deployment.

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"Introduction to Transportation Data"

Whether they are recent graduates, new to the ITS industry, or just need an up-to-date refresher, **registering your team members for an ITSA Academy course will save your organization time, money, and effort on training**, as well as ensuring that your team has a comprehensive, timely, and applicable skill set to best support your organization's mission.



See what people are saying about ITSA Academy:

Lori Pepper

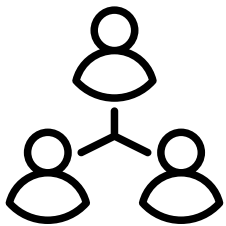
South/Central Mobility
Technology Solutions Leader
STV

"ITSA's "Introduction to Transportation Data" course was a **helpful refresher on all aspects of transportation data, how it can be used, and some great examples of successful integrations**. I highly recommend anyone in this industry to take the course – it's great for those new to the topic as well as those of us who have been around it for a while."

Jose Torres

Sales Manager West
Sensys Networks, Inc.

"As someone that is new to ITS, I found the course very helpful in providing baseline information about transportation data. The training interface was easy to use and the quizzes along the way really helped with retention. It was a worthwhile learning experience, and I look forward to taking future courses."



To ensure organizational accessibility, **ITSA Academy offers member, bulk, and young professional discounts.**

Questions on what ITSA Academy can do for your team? Go to <https://itsa.org/itsa-academy/> or contact jmayer@itsa.org