



Operations Academy Senior Management Program

*Next Offering
October 19-30, 2020*

Overall Program Description

- Emphasis on Transportation System Management and Operations (TSMO)
- 2-week “Total Immersion” program with pre-study requirements
- Intended for mid- to high level managers
- “Once in a Career Opportunity”
- Offered every October or November in Maryland
- Must be nominated by a state DOT to apply

Program Objectives

- Describe current transportation systems management and operations (TSMO) strategies and create action plans for application of TSMO within their organization.
- Develop skills that position participants for career advancement while maintaining an appreciation for TSMO benefits.
- Effectively advocate for TSMO within their organization and within the transportation community.
- Develop relationships with other participants that will sustain their career development into the future.

VIRTUAL Program

- The October 2020 Operations Academy will be *VIRTUAL*
- The virtual program will still provide the high quality experience you've come to expect
- Next in-person program will be October 2021



Student Examples

- Director/Manager of Traffic Operations
- District/Division/State Traffic Engineer
- Director/Manager of Transportation Planning
- Regional Director/Operations Chief
- Director of Maintenance
- Transportation Operations/Management Center Manager
- Information Technology Managers
- Manager of Traffic Engineering (state or local)
- Senior Transportation Planner (state, local or MPO)
- Law Enforcement/Public Safety Managers (state or local)



Pre-study

- Ensures that participants enter program with the same basic level of knowledge in key topic areas
- Helps instructors/speakers prepare their sessions
- Occurs over a two-month period



Classroom Lecture Topics

- Communication Style DNA
- Communicating the Value of TSMO
- Managing for Safety/Work Zones
- Performance Measures/Data Visualization
- Advanced Operations Techniques
- Traveler Information
- TSMO Program Planning
- Future of Transportation
- Cybersecurity



Speaker Topics

- Value of the Operations Academy
- Workshop: Communicating Technical Topics to Non-technical Audiences
- State Innovations Discussion
- Workforce Development
- Facilitating Goods Movement through Operations
- Mainstreaming TSM&O in a State Program: A CEO Perspective
- Systems Engineering: How to Make it Relevant
- National Level Priorities & Resources

Field Visits

- Two Virtual Field Visits
 - Freeway Service Patrol Ride-along
 - State Traffic Operations Center
- Work Group Discussions of Site Activities

Workshops

- Real-world problems using Agency Challenges
- Participants Split into Work Groups
- Group Problem Solving
- Deliver Solution to Class via PowerPoint Presentation
- Greater Retention of Materials Taught through Workshop Application

Participant Selection

- Competitive Selection Process
- Must be Nominated by a Public or Federal Agency
- Competitive selection based on:
 - Level of Interest
 - Relevance
 - Geographic and Functional Diversity

Costs

- Program Fee - \$3,909 (required)
- No other fees required for October 2020

15 Successful Sessions to Date

- 457 Graduates
 - Representing 42 states plus Puerto Rico
 - All Completed and Passed Program Requirements
- Program Evaluations High
- Networking a Key Outcome
 - ListServ that is very active
- 2020 is the 14th Year of Offering Program

Student Feedback

“

The Operations Academy is a **once in a career opportunity** to enrich your professional development while **positioning you to influence the TSM&O direction of your own agency**. I highly recommend the program to transportation professionals; it is well worth the time commitment.

”

*~ Anne Reshadi, Systems Operations/Electrical Engineering
Wisconsin DOT*

Student Feedback

“

If you are looking to kick-start, rejuvenate, or advance your career in transportation operations, the Operations Academy is the place for you.

”

*~ Tyler Laing, ITS Program Manager
Utah DOT*

Student Feedback

“

In two weeks, **this program makes you a believer in TSM&O.** It's not your typical course program. The mix of field study, classroom lectures from experts in the field, and workshops makes it enjoyable and interesting. I have gained not only new knowledge, but new friends who will help me to make needed changes long after our class ends.

”

*~ Mary Ridgeway, Assistant Division Administrator
Federal Highway Administration*

Student Feedback

“

As a law enforcement professional, this program bridged the gap between law enforcement responsibilities and operations responsibilities and how they are similar in TSM&O. The course validated the need for collaboration as one of the primary tools to insure program success.

”

*~ Woodrow (Jerry) Jones, Colonel, Chief of Police
Maryland Transportation Authority*

Student Feedback

“

Future students should prepare themselves to be challenged. The program is design to engulf you entirely into TSM&O. This educational experience is only for those who are seriously committed to give their all to the program. If you want a quick vacation, do not apply. If you want to learn, network, and gain perspective, the Operations Academy is it. I highly recommend the program.

”

*~ Brian White, TMC Manager
Tennessee DOT*

Student Feedback

“

I came to the Academy knowing only the basics that come long with being a traffic and safety engineer and reading all the national publications that come across my desk. I leave the Academy with a solid understanding of TSM&O and how, even in a predominately rural state, there are applications for us. I look forward to returning home and building relationships with our internal and external partners to make traveling around Alaska a better experience for our residents and visitors.

”

*~ Pam Golden, Regional Traffic and Safety Engineer
Alaska DOT & PF*

Student Feedback

“

Smarter use of our existing transportation system is the only answer for the future. **If you would like to help lead your organization to effective transportation systems management and operations, then the Operations Academy is for you.** ”

*~ Aaron Johnson, Traffic and Safety Engineer
Michigan DOT*

Student Feedback

“ I would recommend this program not only to people within the TSM&O world, but also to others outside of it. As an employee with a predominant background in roadway construction and maintenance, the Academy opened my eyes to the importance of TSM&O as an alternate solution to achieving our goals. ”

*~ Rudy Garcia, Director of Transportation Operations
Florida DOT*

Important Dates

- **Program:** October 19-30, 2020
- **Nomination Forms Due:** June 1, 2020
- **Notification of Acceptance:** June 29, 2020
- **Program Fees Due:** August 17, 2020
- **Pre-study Access Info Sent Out:** August 17, 2020
- **Last Day to Cancel** (with only \$500 fee) : August 20, 2020

Contact Information

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