



Novice Teen Driver Education and Training Administrative Standards – Strategic Plan Development

PROJECT DEFINITION REPORT

April 2011 – April 2012

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TITLE

Novice Teen Driver Education and Training Administrative Standards – Strategic Plan Development

PURPOSE

This document serves as the project definition report for Highway Safety Services, LLC (HSS) project for developing a Strategic Plan to determine promising practices for states to adopt the Novice Teen Driver Education and Training Administrative Standards (Standards).

BACKGROUND

The Standards were finalized in 2009 to define the future of driver education and assist in improving the delivery of driver education programs nationally. To maintain and, when necessary, upgrade the Standards and to provide oversight in implementation activities the “Association of National Stakeholders in Traffic Safety Education” (ANSTSE), hereafter, referred to as the “Association” was established in 2010, consisting of major stakeholders, including the American Driver and Traffic Safety Education Association (ADTSEA), the Driver Education and Training Administrators (DETA), the Driving School Association of the Americas (DSAA), the Governors Highway Safety Association (GHSA), and the Transportation Research Board (TRB). In March 2011 three new stakeholders were approved for participation in the Association; the American Automobile Association (AAA), the AAA Foundation for Traffic Safety, and the American Association of Motor Vehicle Administrators (AAMVA).

The publication of the Standards and the formation of the Association were important first steps in the improvement process. To further this effort and define the future direction of driver education, Highway Safety Services, LLC (HSS) with funding from the National Highway Traffic Safety Administration (NHTSA) will utilize the Standards in developing and identifying a Strategic Plan for ensuring comprehensive driver education nationwide and for the implementation and maintenance of these Standards at the national level to determine and provide promising practices for states to adopt the Standards. In addition, maintenance plans will be established for keeping the Strategic Plan updated and the Standards current.

To assist with this project an Association Advisory Committee (AAC) will be established consisting of one representative from each organization within the Association.

OBJECTIVE

This project’s objective is to develop a Strategic Plan to promote adoption of the National Standards, to initiate improvements in the administration of driver education, provide a timetable and direction for increased adoption, and define priorities of the driver education community for the coming years.

The Strategic Plan should:

- review literature from the scientific/driver education community concerning promising practices,
- identify priority issues within the Standards,
- develop an action plan and implementation plan to address identified priority issues,
- determine how states choose to become compliant with the Standards,

- provide promising practices on how a state may raise its general level of conformity with the Standards,
- provide promising practices on how to raise the quality of driver education programs nationwide,
- develop project activities, using the best information available on existing levels of state compliance, that will address the strengths/weaknesses of state's programs in complying with the Standards,
- determine the future needs in driver education, based on the expertise of the AAC, and plan projects that will meet these needs,
- develop, in addition to short term goals, 10 and 15 year horizon goals for driver education in America, based on the expertise of the AAC,
- develop an on-going maintenance plan for keeping the Standards current, and
- develop an on-going maintenance plan for keeping the Strategic Plan current.

SUPPORTING MATERIALS

- The Novice Teen Driver Education and Training Administrative Standards (NTDETAS) – 2009
- State of Maryland: Technical Assessment of the Driver Education Program – 2010
- State of Oregon: Technical Assessment of the Driver Education Program – 2010
- Large-Scale Evaluation of Driver Education Review of the Literature on Driver Education Evaluation, AAA Foundation for Traffic Safety – 2010 Update
- Evaluating Driver Education Programs, AAA Foundation for Traffic Safety – 2006
- Emergency Medical Services – Education Agenda for the Future: A Systems Approach – 1996
- NHTSA Traffic Safety Facts – Evaluating Driver Education in America – 2009
- Feasibility Study on Evaluating Driver Education Curriculum, NHTSA – 2009
- Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 4, Driver Education – 2009
- National Overview of Driver Education, ADTSEA and NHTSA – 2008
- Additional resource list available at: www.highwaysafetyservices.com/Resources.html

SPECIFIC TASKS

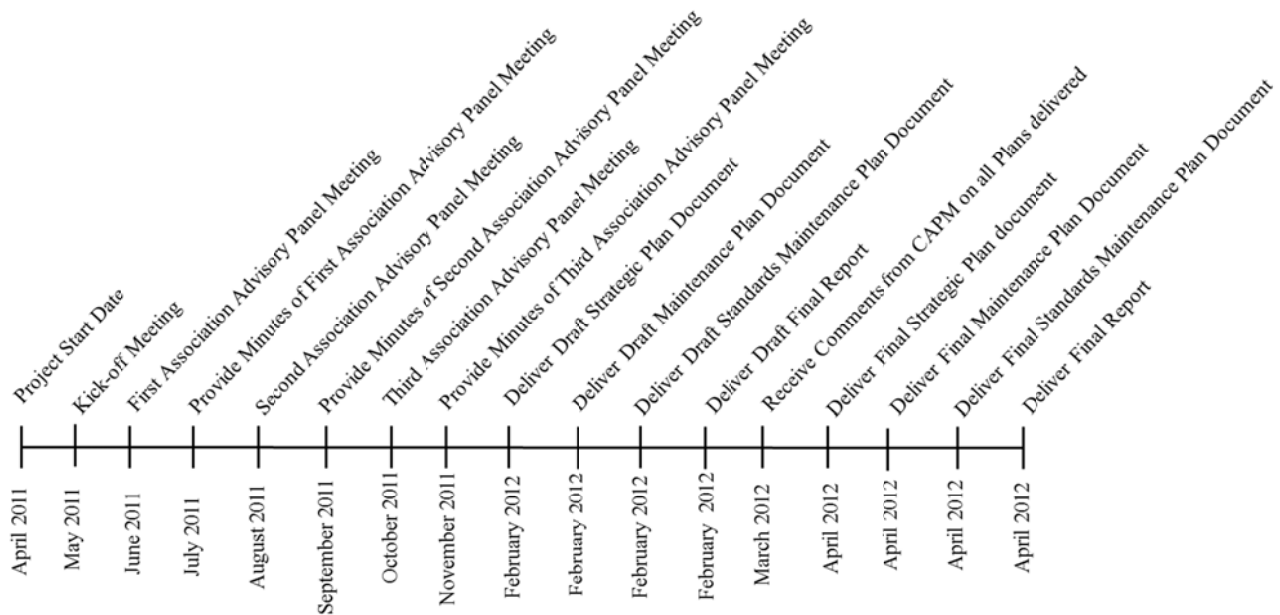
1. Conduct kick-off meeting with NHTSA staff at NHTSA Headquarters.
2. Conduct three meetings of the AAC to facilitate the development of the Strategic Plan for implementation of the Standards.
3. Develop, with the assistance of the Strategic Planning Writer, a formal Strategic Plan with consensus from the AAC. The Strategic Plan will provide a timetable and direction for increased adoption, and define the priorities of the driver education community for the coming years.
4. Develop with assistance from the AAC, a maintenance plan to ensure on-going updates of the Strategic Plan. It is essential that a maintenance plan be developed to ensure the Strategic Plan continues to be current and up-to-date. The Strategic Plan should establish and set the goals and priorities of the driver education community for the coming decades.
5. Develop with the assistance from the AAC, a maintenance plan for keeping the National Driver Education Standards current.

6. Furnish a Draft Final Project Report to the NHTSA Cooperative Agreement Project Monitor (CAPM). The draft final project report shall be developed to present results and discuss any significant outcomes from the tasks, including the draft Strategic Plan.
7. Furnish Monthly Progress Reports electronically to the NHTSA Contracting Officer (CO) and NHTSA CAPM by the 10th day of each month.

DELIVERABLES

1. Provide the minutes of each meeting of the AAC to the NHTSA CAPM.
2. Deliver a draft Strategic Plan Document to the NHTSA CAPM for review and comment.
3. Receive CAPM’s comments and incorporate into draft Strategic Plan Document.
4. Deliver final Strategic Plan Document to NHTSA CAPM.
5. Deliver a draft Maintenance Plan Document to NHTSA CAPM for review and comment.
6. Receive CAPM’s comments and incorporate into draft Maintenance Plan Document.
7. Deliver final Maintenance Plan Document to NHTSA CAPM.
8. Deliver draft Standards maintenance plan to NHTSA CAPM for review and comment.
9. Receive CAPM’s comments and incorporate into draft Standards maintenance plan document.
10. Deliver final Standards maintenance plan document to NHTSA CAPM.
11. Deliver a draft final report to NHTSA CAPM for review and comment.
12. Receive CAPM’s comments and incorporate into draft final report.
13. Deliver final report to NHTSA CAPM.
14. Submit Monthly Progress Reports to NHTSA CAPM.

TIMELINE



ASSUMPTIONS

- The Strategic Plan will provide a roadmap for the future direction, implementation and maintenance of the Standards and for delivery systems of driver education in the United States.
- The AAC members must provide recommendations for the Strategic Plan that are reasonable to implement, with practicalities and phased-approaches being fully considered and accomplished with limited resources.
- The Strategic Plan must encourage States to opt-in to improvements in priority areas by providing national driver education organizations, state agencies, and driver education provider's realistic timeframes and budgetary considerations.
- The Strategic Plan must include a plan for updating the Standards document; keeping up with emerging research, theories, and promising practices.
- The Strategic Plan will require a maintenance plan to reflect future revisions of the Standards and to adapt to other changes in the delivery of quality driver education programs.
- The Strategic Plan will serve as a resource for NHTSA, the Association, national traffic safety organizations, national driver education organizations, state agencies and driver education providers to further the efforts to improve driver education on a national level.

CONSTRAINTS

- To develop a Strategic Plan, the AAC members must agree to work cooperatively to develop recommendations which will benefit the driver education community as a whole.
- To maintain the Strategic Plan additional funding may be required.

CHALLENGES

- To implement the recommendations of the AAC, as this project provides only for the development of the Strategic Plan, additional resources and efforts will likely be required.
- To implement the recommendations of the Strategic Plan, States will not be required, but will be encouraged, and assisted when possible, by the Association members. Adoption of any or all of the Standards is self-directed and voluntary.
- The Standards are often seen as lofty goals; encouragement for improvement in small steps is essential.
- The diversity among states in terms of licensing laws, geography, and safety cultures requires adaptable solutions.

PROJECT FACILITATORS

The Novice Teen Driver Education and Training Administrative Standards – Strategic Plan Development Project will be facilitated by Highway Safety Services, LLC and informed by the Association Advisory Committee. Brett Robinson, Vice President of Highway Safety Services, LLC will serve as the Project Manager (PM). Jim Wright, DOT/NHTSA will serve as the CAPM.

THE ASSOCIATION OF NATIONAL STAKEHOLDERS IN TRAFFIC SAFETY EDUCATION (ANTSTSE) – ASSOCIATION ADVISORY COMMITTEE (AAC)

AAA Foundation for Traffic Safety – Peter Kissinger
The American Automobile Association (AAA) – William E. Van Tassel, Ph.D.
The American Association of Motor Vehicle Administrators (AAMVA) – Kevin Lewis
The American Driver and Traffic Safety Education Association (ADTSEA) – Chuck Lehning
The Driver Education and Training Administrators (DETA) – Nina Saint
The Driving School Association of the Americas (DSAA) – Debra Prudhomme
The Governors Highway Safety Association (GHSA) – Troy E. Costales
The Transportation Research Board (TRB) – Dan Mayhew, M.A.

ASSOCIATION ADVISORY COMMITTEE (AAC) MEETINGS

Up to three meetings of the AAC will be held to facilitate the development of the Strategic Plan for implementation of the Standards. Meeting notices will be distributed at least 30 days prior to the meetings. The meetings shall be two days in length and will be held in the Baltimore/Washington D.C. Metro area. Conference calls will be held regularly. One representative from each member of the Association will attend the Strategic Planning meetings. HSS will provide staffing support for the meeting, including a Strategic Planning Writer and a Facilitator.

CONCLUSIONS

This project will provide promising practices to improve highway safety by developing a Strategic Plan, established by the driver education community to help direct the future of the Standards and driver education nationally.

CONTACTS

For additional information please contact Brett Robinson of Highway Safety Services, LLC.

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ACRONYMS

AAA	American Automobile Association
AAC	Association Advisory Committee
AAMVA	American Association of Motor Vehicle Administrators
ADTSEA	American Driver and Traffic Safety Education Association
ANSTSE	Association of National Stakeholders in Traffic Safety Education
Association	Association of National Stakeholders in Traffic Safety Education
CAPM	Cooperative Agreement Project Monitor
CO	Contracting Officer

DETA	Driver Education and Training Administrators
DOT	Department of Transportation
DSAA	Driving School Association of the Americas
GHSA	Governors Highway Safety Association
NHTSA	National Highway Traffic Safety Administration
HSS	Highway Safety Services, LLC
PM	Project Manager
Standards	Novice Teen Driver Education and Training Administrative Standards
TRB	Transportation Research Board