Bringing the Concept to Life

IRWA delivers the next generation of educational programming

DEIDRE ALVES, M.ED.
IRWA VICE PRESIDENT, PROFESSIONAL DEVELOPMENT

At Facebook headquarters, there is a sign that reads "Proceed and Be Bold." Captivated by this message, I immediately made my own sign and hung it up in my office. With Facebook being a global phenomenon, they might know a thing or two about success. I figured I should listen.

Setting the Wheels in Motion

In January, IRWA broke ground on the video production of Course 105 - The Uniform Act - Executive Summary. This course is being built on IRWA University for organization-wide release this spring. Instructed by IRWA International President, Lee Hamre, SR/WA, R/W-URAC, R/W-RAC, the course provides critical and current land policy information on the newly mandated federal MAP-21 changes. It will be available on-demand in a video learning format with resource downloads and integration with our database that synchs with student course history profiles.

This course offers online learning with a classroom feel and is one of our premier courses on the newly approved SR/WA Career Path for the transportation industry. After months of hard work and preparation, many wheels were in motion to make it happen. An innovative concept for IRWA, it is a bold idea that requires precision-like execution and forward-thinking people committed to a shared vision—to produce a learning product that would advance our mission of building a better world together through thoughtful infrastructure development.

Managing the Variables

Bringing this production to life would take bold strength. I recognized that the threats of failure and financial loss were a distinct possibility. Throughout the filming, there had to be pinpoint precision to make the production happen on time and on budget. If the filming went over schedule, overtime would be very expensive. Despite the potential for failure, we proceeded boldly, just like my sign encourages. I realized then that being bold is a choice—it is courage in the face of adversity. It is the ability and strength to advance, persevere, and enter into new uncharted waters for the greater good.

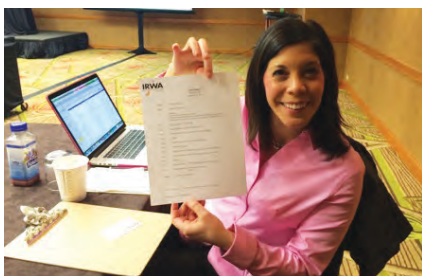
I was inspired by the talented people who aligned themselves with this project. The collective action of every player in this production created the kind of harmony that you could actually feel in the air. My goal was realized and together we made it happen. Perhaps we tapped into each other's courage and united, were made stronger—an unstoppable force that delivered an essential learning product for the industry. We did it because we were bold enough to say yes, to work together, and to stay the course.

The little sign in my office is a constant reminder to proceed and be bold—a dedication to create helpful and innovative right of way learning resources that enable us everyday to build a better world… *together.* ✪

Filming the latest video-powered course, Russell Noel of Blue Sky Productions.

Class participants Kerri Allison and Patrick Rowe with International President Lee Hamre, SR/WA.

IRWA Course Coordinator, Magaly Fernandez, R/W-RAC



Managing the production, Deidre Alves, M. Ed.