

Meeting Minutes

Date	November 17, 2010	Time	1:30 p.m.
Facilitator	Mara Campbell	Scribe	Donna C. Linnenbrink
Subject	RAC Value of Research Task Force Meeting Minutes		
Attendees	Joe Conway, FHWA; Mark Greeley, FDOT; Chris Jenks, TRB; Mark Morvant, LA DOTD; Dinny Oliveira, ConnDOT; Ann Overton, VDOT; Dale Peabody, MaineDOT; Cindy Smith, MDOT; Myra Sperley, ODOT; Daniel Yeh, WisDOT		
	Regretted: Linda Taylor, Mn/DOT		

Action Item	Follow-up Report	Owner
Review proposed outline for SCOR presentation and provide comments to Dale Peabody.	<p>Dale Peabody provided an electronic draft of the SCOR presentation to task force members earlier today. Task force members are requested to review the presentation and provide feedback. Chris Jenks questioned whether the annual NCHRP 20-44J high-value research marketing piece for the board of directors should be more prominent in the presentation. Mr. Jenks believes the SCOR Strategic Plan references creation of a report to the board of directors that provides an update of high-value research projects, but he suggested Mr. Peabody review the Strategic Plan to verify this information. The slide titled “The Process” (slide 5) should include creating the NCHRP 20-44J high-value research marketing piece, noting it is an annual, national formalized process. Mr. Peabody requested suggestions to expand the last slide titled “Results from 2010.” Task force members should send any comments to Dale Peabody by Wednesday, November 24.</p> <p>The plan is for Mr. Peabody to present at the December SCOR meeting with Mara Campbell as backup if Mr. Peabody is unable to attend.</p>	All task force members

<p>Review proposed outline for SCOR presentation and provide comments to Dale Peabody, continued</p>	<p>Ms. Campbell reported the complete compendium of high-value research projects “Research Impacts Better—Faster—Cheaper June 2010” will be distributed at the SCOR Board of Directors meeting in December. Ms. Campbell to send .pdf of document to Chris Jenks who will print copies for distribution at the December meeting.</p> <p>Daniel Yeh questioned whether the structure of the SCOR will change due to recent elections. Chris Jenks indicated committee structure is still pending at this time. Discussion ensued regarding the process for appointments to AASHTO Committees. Ms. Campbell indicated an e-mail or letter is sent to Jim McDonald requesting a change in appointments to the committee with a copy to Sandra Larson, RAC chair.</p>	
<p>Distribute List of Communication Tools and Methods prior to November 18 conference call.</p>	<p>Ann Overton discussed the Communications Tools and Methods list distributed electronically earlier today. This list was created based on Virginia DOT’s current communication plan that utilizes traditional as well as social media communication methods. Ms. Overton requested clarification as to intended audience for this information. Ms. Campbell noted that while it will be shared with the SCOR, the intended audience is research managers. The final document will be made available on the Value of Research website as a downloadable .pdf file and distributed to all RAC members. Another option is to discuss/disseminate the document at the annual RAC meeting in summer 2011. The creation of this list is in response to an emphasis area in the SCOR strategic plan to “Increase awareness of the innovations that have occurred because of transportation research by better showcasing implemented research success stories that have changed the transportation world.” (1.A.3.) Ms. Overton requested task force members provide feedback to her by January 12, 2011, so she can provide a matured document for discussion during the next conference call.</p>	<p>Ann Overton</p>

Provide status update on primer on how to better collaborate, measure, and evaluate the value of research at November conference call.	Dale Peabody reported he and Clint Adler have primarily had e-mail discussions on this topic to date.	Dale Peabody
Review action items delegated to Value of Research Task Force from SCOR Strategic Plan.	Ms. Campbell noted most of the discussion to this point has addressed the SCOR Strategic Plan action items. She will provide an updated copy of the SCOR Strategic Plan, Value of Research Task Force action items document next week.	All task force members

Key Points Discussed

No.	Topic	Highlights
1.	Value of Research Meeting at TRB	Discussion revealed that Cindy Smith, Mark Morvant, Joe Conway, and Ann Overton plan to attend the TRB meeting in January. Due to the extensive TRB meeting schedule, it was decided to schedule a conference call in January instead of trying to schedule a meeting in conjunction with the TRB meeting. After consulting those on the call, a conference call will be scheduled for January 20, 2011, from 1:30-2:30 p.m. CST.
2.	SCOR Strategic Plan	Ms. Campbell questioned Mr. Jenks as to whether he has any indication the SCOR strategic plan will be revised due to John S. Halikowski assuming chairmanship of the committee. Mr. Jenks indicated Sandra Larson plans a cursory review of the plan, but he does not expect any major changes. Ms. Campbell noted any major revisions to the plan could impact the task force's action items. The outcome of recent elections may impact the SCOR structure in January as more than twenty DOT directors will change.
3.	Update on 20-63 Projects	<p>This project is a task force action item related to Goal 1.A.1. Document and publicize the value of completed research projects [Ref.: NCHRP Projects 20-63 (Research Performance Measures) and 20-78 (Communicating the Value of Research) for Guidance] particularly as such research relates to climate change, accountability, and the trust fund crisis as noted in AASHTO's Strategic Plan.</p> <p>Mark Morvant reported he received the survey results and is preparing comments. He indicated the results yielded no surprises and the next step will be soliciting proposals for modification of the software.</p> <p>The main concern identified is lack of a validated method of cost benefit analysis for determining the value of research. Other issues include assigning value, obtaining reference examples, and standardization of how value is measured. It was noted that definitions need to be part of the process for assigning value. The outcome of this project is a toolkit that provides consistency in determining the benefits of research that is defensible.</p>

	Update on 20-63 Projects, continued	Mr. Morvant noted currently only background information is underway on this project and he expects significant updated information will not be available until the annual RAC meeting in July. Further reports on this project will be pended to the July 2011 RAC meeting.
4.	Wrap Up and Next Steps -Joe Conway	Ms. Campbell noted Joe Conway's recent promotion and asked him to discuss his new role. His new title is Technology Deployment Director with a focus on how FHWA can improve deployment of technology. FHWA needs to emphasize that deployment is part of the process. He will not be the point person for the Every Day Counts initiative. Mr. Conway indicated he will continue to be part of the Value of Research Task Force, but will likely step down from the NCHRP 20-63 project. Ms. Campbell extended congratulations on behalf of the task force and offered the task force's expertise as appropriate.
5.	Next Meeting	The next conference call is scheduled for January 20, 2011, from 1:30 – 2:30 p.m. CST.

Action Items		
Action Item	Owner	Target Date
Send any comments on SCOR presentation to Dale Peabody.	Task Force members	November 24, 2010
Review SCOR Strategic Plan to determine if it references creation of a report to the board of directors that provides an update of high-value research projects.	Dale Peabody	November 24, 2010
Ms. Campbell to send .pdf of " Research Impacts Better—Faster—Cheaper June 2010" to Chris Jenks to print copies for distribution at the December SCOR meeting.	Mara Campbell Chris Jenks	November 24, 2010 December 6, 2010
Provide feedback on Communication tools and methods to Ann Overton.	Task Force members	January 12, 2011
Provide a matured document for discussion during the next conference call.	Ann Overton	January 18, 2011
Provide an updated copy of the SCOR Strategic Plan, Value of Research Task Force action items to task force members.	Mara Campbell	November 24, 2010
Pend reports on the 20-63 project to the July 2011 RAC meeting.	Mark Morvant/ Mara Campbell	July 25, 2011