

Meeting Minutes

Date	July 26, 2010	Time	1:00 p.m.
Facilitator	Mara Campbell	Scribe	Donna C. Linnenbrink
Subject	RAC Value of Research Task Force Meeting Minutes		
Attendees	<p>Clint Adler, AK DOT; Susan Barker, KS DOT; Patrick Casey, CTC & Associates; Joe Conway, FHWA; Jerry A. DiMaggio, TRB/SHRP2; Darryll Dockstader, Florida DOT; Lily Elefteriadou, University of Florida; Michael Fazio, UDOT; Fred Hejl, TRB; Brian Hirt, CTC & Associates; David Huft, SD DOT; Chris Jenks, TRB; Asad Kahn, ICF International; David Kuehn, FHWA; Sandra Larson, Iowa DOT; Richard Long, University of Florida; Scott McClure, NM DOT; Richard L. McReynolds, McReynolds Research LLC; ; Mark Morvant, LA DOTD; Shashi Nambisan, InTrans, Iowa State University; Tom Palmerlee, TRB; Dale Peabody, Maine DOT; Mike Perfater, VDOT-VTRC; Brian Pfeifer, FHWA; Calvin Roberts, Michigan DOT; Bob Skinner, TRB; Daniel Yeh, Wisconsin DOT</p>		
Action Item	Follow-up Report	Owner	
Provide an update on the NCHRP 20-63 project at the Annual RAC	Joe Conway reported a conference call was held last week and a contract was awarded. The intent is to update the previous toolkit. So within 24 months, a web-based system which will demonstrate the true value of research should be available. The plan is to use task force members for testing. Those on this task force are asked to embrace the 20-63 tool and implement it in their respective states. In addition to Mr. Conway, Messrs. Adler, McReynolds, Dockstader, and Morvant are on the subcommittee working on this project.	Joe Conway	
SCOR Presentation for Evaluating the “High Value Research” Projects	Mara Campbell gave kudos to Joe Conway and Dale Peabody for leading the competition to submit high value research projects. Approximately 125 submittals were received and formatted into a compendium. Copies of the compendium will be distributed at Wednesday’s “Promising Research Roundtable” during the RAC/TRB State Representatives		

<p>SCOR Presentation for Evaluating the “High Value Research” Projects, continued</p>	<p>meeting. This information will also be posted electronically on the RAC website.</p> <p>The SCOR presentation (scheduled for December 2010) should include components pulled from the high-value research publication. The top sixteen research projects have been identified. Sandra Larson suggested contacting Chris Hedges, who will be asking for time on the December SCOR agenda to update them on the Value of Research deliverables, for suggestions on presentation content. Task force members were requested to send ideas for the SCOR presentation to Dale Peabody by September 15. A draft presentation will be shared/discussed at the September 23 Value of Research Task Force conference call.</p> <p>Ms. Campbell noted the following steps developed for elevating high-value research:</p> <ul style="list-style-type: none"> • Develop a process to annually collect the most “valuable” research conducted within the year by the state DOTs and FHWA. • Elicit information from other states. • Evaluate and present results to SCOR <p>Daniel Yeh suggested the SCOR presentation should be given at SCOR meetings in December 2010 and March 2011 due to changes in membership of that group.</p>	<p>Dale Peabody/Roberto DeDios</p>
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<p>Develop Draft Marketing Plan for State DOTs Use to Communicate the “Value of Research”/Assignment of Task Force member to lead project</p>	<p>Due to membership changes, this item has not been completed and is being reevaluated to ensure the completion of this task would be of value to the RAC/SCOR. This will be discussed at the September conference call.</p>	<p>Mara Campbell</p>
<p>Review List of Communication Tools and Methods (social media) for Elevating the Value of Research</p>	<p>Due to membership changes, this item has not been completed and is being reevaluated to ensure the completion of this task would be of value to the RAC/SCOR. This will be discussed at the September conference call.</p>	<p>Rebecca Boyer/Ann Overton</p>
<p>Update on Efforts to Collaborate with NTPAW and TIG on Communicating Research</p>	<p>Ms. Campbell reported she has requested a breakout session on communicating the value of research on the National Transportation Public Affairs Workshop (NTPAW) annual meeting agenda.</p> <p>David Huft is a member of the Technology Implementation Group (TIG) and he reported this group is currently reevaluating their purpose. Ms. Campbell asked Mr. Huft to serve as the Value of Research ombudsman to the TIG group. Mr. Huft agreed and noted the next TIG meeting is scheduled for October. He will submit an agenda topic on communicating the value of research. Messrs. Casey and Conway were requested to provide the high-value research compendium and marketing piece to Mr. Huft in advance of the October TIG meeting.</p> <p>It was noted state level support is needed for TIG. A survey this spring indicated the biggest barrier is time. A vote of task force members present indicated support for TIG. Ms. Campbell offered to contact the Standing</p>	

<p>Update on Efforts to Collaborate with NTPAW and TIG on Communicating Research, continued</p>	<p>Committee on Highways leadership to determine how TIG applies to their strategic plan as well as determine if the Value of Research task force can assist in addressing their strategic plan.</p> <p>A question was raised regarding how AASHTO applied research ready for deployment but not ready for lead state status is to move forward. Lead state status is dependent on a state trying the research.</p>	<p>Mara Campbell</p>
<p>Review NCHRP 20-44J Draft 2010 Brochure</p>	<p>Patrick Casey explained the process for developing the four page marketing piece. The eight projects included in the brochure were gleaned from the top sixteen high-value research projects submitted by the states. The brochure also includes a FHWA project.</p> <p>Mr. Casey distributed a second version of the marketing piece that should include most of the comments submitted by Value of Research Task Force members. The goal is to have this document ready for distribution at the annual AASHTO meeting in Biloxi, Mississippi in late October. The target audience is the AASHTO Board of Directors, SCOR and RAC committees, and congressionals. A question was raised regarding distribution of the high-value research compendium to this group of officials. It was noted the compendium is more applicable to research managers.</p> <p>Mr. Casey mentioned rewording of a paragraph in the marketing piece to make it more inclusive.</p>	

<p>Review NCHRP 20-44J Draft 2010 Brochure, continued</p>	<p>Those present were requested to provide additional feedback to Mr. Casey. A suggestion was made to include the dollar amounts and/or time spent – cost/savings benefits – in the “short stories” content.</p> <p>Ms. Campbell asked that task force members review the marketing piece and send any final comments to her by August 15. She’ll compile all responses and submit to Mr. Casey and task force members.</p> <p>Ms. Campbell solicited feedback from the SCOR members in attendance regarding what SCOR is interested in as it relates to high-value research. The following areas of SCOR interest were identified.</p> <ul style="list-style-type: none"> • Marketing tools • Process used for developing the 4-color brochure – selection process for included projects. • Sampling of high-value research projects. <p>It was recommended that the 4-color brochure and the compiled high-value research compendium be presented to SCOR membership with a question as to whether these publications meet their needs at home and nationally.</p> <p>Chris Jenks thinks SCOR will be impressed with the 4-color brochure.</p>	<p>Pat Casey/Mara Campbell</p>
<p>Review Research Performance Measures from State DOT’s Internet Site</p>	<p>Ms. Campbell reported states’ performance measures are posted on the RAC website. She questioned those present on how the group can advance performance measures, noting performance indicators for research are on the horizon. AASHTO/RAC discussions on this topic confirm that performance</p>	<p>Mara Campbell</p>

<p>Review Research Performance Measures from State DOT's Internet Site, continued</p>	<p>measures for research are difficult to quantify. A suggestion was made to find a way to link to consultants and contractors as these groups don't have resources to initiate research studies. A possible partnership with the American Society of Civil Engineers was identified as a way to quantify the value of research.</p> <p>Discussion lead to the need to develop a primer on the limitations of performance measures on research and how we can work with consultants and contractors to better communicate performance measures on research. Also address capabilities of research. Ms. Campbell requested the NCHRP 20-63 group establish a subcommittee to develop a primer on how to better collaborate, measure, and evaluate the value of research. The subcommittee should include Joe Conway and Mark Morvant with Dale Peabody to head the group to deliver projects.</p> <p>Consensus of the group is efforts on recomunicating the value of research need to continue. The following methods were discussed as possible communication pathways.</p> <ul style="list-style-type: none"> • Include message in RAC 101 • Quarterly "commercial" on new research • Post a state's emerging research on YouTube <p>It was noted that perhaps NTPAW will have ideas to keep the toolkit refreshed.</p>	
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Key Points Discussed		
No.	Topic	Highlights
1.	Task Force Conference Call Dates 2010-2011	Ms. Campbell distributed the task force conference call dates for the remainder of 2010/2011, noting the task force will meet at the annual TRB meeting January 23-27, 2011,

1.	Task Force Conference Call Dates 2010-2011, continued	and at the RAC/TRB State Representatives meeting July 25-28, 2011.
2.	Wrap Up	Ms. Campbell urged attendees to attend the reception and opening of the exhibition hall at 5 p.m. today. This is the first time exhibitors have been afforded the opportunity to participate in the RAC/TRB State Representatives meeting. Regional meetings start at 7:00 a.m. tomorrow, Tuesday, July 27, 2010. Attendees should plan to go through buffet and be in the appropriate meeting room by 6:55 a.m.
3.	Next Meeting	The next conference call is scheduled for Thursday, September 23, 2010, from 1:30-2:30 p.m. CDT. A call-in number will be provided in advance of the meeting.

Action Items		
Action Item	Owner	Target Date
Review the marketing piece and send any final comments to Mara Campbell by August 15. She'll compile all responses and submit to Mr. Casey and task force members.	Task Force Members Mara Campbell	August 15, 2010
Submit ideas for SCOR presentation to Dale Peabody by September 15. Mr. Peabody will develop a draft presentation will be shared/discussed at the September 23 Value of Research Task Force conference call.	Task Force Members Dale Peabody	September 15, 2010
Discuss Draft Marketing Plan for State DOTs Use to Communicate the "Value of Research"/Assignment of Task Force member to lead project on September conference call.	Mara Campbell	September 23, 2010
Discuss List of Communication Tools and Methods (social media) for Elevating the Value of Research on September conference call.	Rebecca Boyer/Ann Overton	September 23, 2010
Provide the high-value research compendium and marketing piece to David Huft in advance of the October TIG meeting.	Joe Conway Pat Casey	September 15, 2010
Contact the Standing Committee on Highways leadership to determine how TIG applies to their strategic plan as well as determine if the Value of Research task force can assist in addressing their strategic plan.	Mara Campbell	September 15, 2010
NCHRP 20-63 group establish a subcommittee to develop a primer on how to better collaborate, measure, and evaluate the value of research. The subcommittee should include Joe Conway and Mark Morvant with Dale Peabody to head the group to deliver projects.	Dale Peabody	September 23, 2010