

## Meeting Minutes

<b>Date</b>	January 20, 2011	<b>Time</b>	1:30 p.m.
<b>Facilitator</b>	Mara Campbell	<b>Scribe</b>	Donna C. Linnenbrink
<b>Subject</b>	RAC Value of Research Task Force Meeting Minutes		
<b>Attendees</b>	Pat Casey, CTC and Associates; Joe Conway, FHWA; Roberto DeDios, CDOT; Chris Jenks, TRB; David Kuehn, FHWA; Ann Overton, VDOT; Ned Parrish, ITD; Dale Peabody, MaineDOT; Regretted: Daniel Yeh, WisDOT; Mark Morvant, LA DOTD		
<b>Action Item</b>	<b>Follow-up Report</b>		<b>Owner</b>
Send any comments on SCOR presentation to Dale Peabody. 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.	<b>COMPLETED</b>  Mara Campbell reported she made the presentation to SCOR on Dale’s behalf. SCOR members were pleased with the Task Force’s work as outlined in the presentation.		Task Force Members
Send .pdf of “ <b>Research Impacts Better—Faster—Cheaper June 2010</b> ” to Chris Jenks to print copies for distribution at the December SCOR meeting.	<b>COMPLETED</b>  Chris Jenks has distributed the .pdf of “Research Impacts <i>Better-Faster-Cheaper</i> June 2010” at the AASHTO Annual Meeting, SCOR Meeting, and to all RAC members.		Mara Campbell
Provide feedback on Communication Tools and Methods to Ann Overton by January 12, 2011	<b>COMPLETED</b>		Task Force members
Provide a matured Communication Tools and Methods document for discussion during the next conference call.	Task Force members on the conference call indicated they received a copy of the Communication Tools and Methods document developed by Ann Overton. Joe Conway initiated the discussion by noting he was impressed with the content and layout. He also shared his appreciation for the conciseness of this document. Mr. Conway raised a question regarding the role of the Task Force in promoting this document. Ms. Campbell outlined her plan for elevating this document which includes: <ul style="list-style-type: none"> <li>- Approval of final content by Task Force.</li> <li>- Final content is then elevated to RAC leadership: Sandra Larson, chair; and Rick Collins, vice chair.</li> <li>- After approval by RAC leadership, Communication Tools and Methods document to be distributed to all RAC and SCOR members as another tool to add to their research toolbox.</li> </ul>		Ann Overton

<p>Provide a matured Communication Tools and Methods document for discussion during the next conference call.</p>	<p>A deadline of Friday, February 4 was established for submitting any additional comments on Communication Tools and Methods document to Ann Overton.</p> <p>Chris Jenks reminded those on the call of the “Impacts on Practice” available on the NCHRP and TRB website. These one-page case studies highlight how transportation agencies have put critical NCHRP research results to use nationwide. Mr. Jenks suggested this series as an additional option for making the Communication Tools and Methods available to states.</p> <p>Pat Casey noted the Communication Tools and Methods document mentions use of communications staff in state DOTs. The Task Force has previously discussed the use of state communications staff as another mechanism to communicate the value of research. Ms. Campbell noted the AASHTO subcommittee on public affairs is referred to as NTPAW (National Transportation Public Affairs Workshop). It was reported this year’s NTPAW meeting is being held in Iowa in summer 2011. A question was raised as to whether RAC Chair Sandra Larson, Iowa DOT, may be engaged to elevate the Communications Tools and Methods as a topic on the NTPAW agenda. Ann Overton has seen the draft agenda for NTPAW and suggests ideally, the Communication Tools and Methods should be a general session topic at the NTPAW provided RAC leadership supports inclusion of this document as a topic. Mara Campbell will contact Sandra Larson regarding including the Communications Tools and Methods on the NTPAW agenda.</p> <p>Other possible options for disseminating this information discussed included a session on the Communication Tools and Methods at the summer RAC meeting and/or including a booth in the exhibition hall to showcase communication successes such as use of YouTube, videos, etc., for communicating the value of research. Ned Parrish discussed proposed session topics for the RAC meeting that might be applicable to communication. The session</p>	
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Provide a matured Communication tools and methods document for discussion during the next conference call.	on best practices for implementing research was deemed to be most appropriate and Mr. Parrish was asked to include Ann Overton as the speaker on communication tools at the RAC summer meeting.  If a booth showcasing communication successes is not possible for 2011, perhaps these successes should be compiled for future use.	
Provide an updated copy of the SCOR Strategic Plan, Value of Research Task Force action items to task force members.	<b>COMPLETED</b>	Mara Campbell

### Key Points Discussed

No.	Topic	Highlights
1.	SCOR Strategic Plan	No update.
2.	Update on 20-63 Projects	Ms. Campbell reported the 20-63 group is going to speak to the Value of Research Task Force at the RAC summer meeting with Clint Adler and Dick McReynolds likely providing an update. Joe Conway noted the 20-63 group has a conference call tomorrow. Mr. Conway will update the task force in March unless information needs to be reported in advance of the next conference call. Ms. Campbell will e-mail the Task Force if any information needs to be reported in advance of March.
3.	High Value Research Submittal Form	Dale Peabody reported solicitation for high value research projects will begin in early February for 2011. Task Force members will be recruited to review submissions to develop the top 16 projects (4 per region) from which the eight projects to be included in the third annual NCHRP brochure will be determined. Ms. Campbell questioned Chris Jenks regarding the availability of funding to print this marketing piece and he indicated funding should be available.  Ned Parrish noted the high value research presentations are slated for a two-hour plenary session on July 27 at the 2011 summer RAC meeting. Mr. Parrish asked the Task Force to assume responsibility for this plenary session. Dale Peabody was selected to lead this effort and Ms. Campbell encouraged him to request assistance from other Task Force members.
4.	Wrap Up and Next Steps	Ms. Campbell extended thanks to Ann Overton for developing the Communication Tools and Methods and to Dale Peabody for accepting lead responsibility for the high value research session at the RAC summer meeting. Feedback on the communication piece is due to Ann by Friday, February 4, 2011.
5.	Next Meeting	The next conference call is scheduled for March 24, 2011, from 1:30 – 2:30 p.m. CST.

<b>Action Items</b>		
<b>Action Item</b>	<b>Owner</b>	<b>Target Date</b>
Submit any additional comments on Communication Tools and Methods document to Ann Overton.	Task Force members	February 4, 2011
Provide final Communication Tools and Methods document to Mara Campbell for submission to RAC leadership.	Ann Overton	March 1, 2011
Submit Communication Tools and Methods to RAC leadership.	Mara Campbell	March 15, 2011
Coordinate with Chris Jenks on publishing approved Communication Tools and Methods document as NCHRP/TRB "Impacts on Practice."	Mara Campbell	March 24, 2011
Contact Sandra Larson regarding including the Communications Tools and Methods on the NTPAW agenda.	Mara Campbell	February 2, 2011
Include Ann Overton as the speaker on communication tools during the best practices for implementing research session at the RAC summer meeting.	Ned Parrish	February 2011
Provide update of the 20-63 project progress during March conference call.	Joe Conway	March 24, 2011
Distribute the High Value Research Submittal Form to RAC members.	Dale Peabody	February 2011