

**RAC – Value of Research Task Force
Minutes**

Date	May 28, 2009	Time	1:30 p.m. CDT
Facilitator	Mara K. Campbell	Scribe	Donna C. Linnenbrink
Subject	RAC – Value of Research Task Force Conference Call		
Attendees	Mara Campbell, Daryl Dockstader, Chris Jenks, David Kuehn, Wes Lum, Larry Orcutt, Ann Overton, Dale Peabody, Daniel Yeh		

Follow Up on Action Items from April 7, 2009, Conference Call

Action Item	Follow-Up Report	Owner
E-mail list of performance measures the research community uses to determine effectiveness and value to Peggy Tadej	The draft communication toolkit developed by NuStats was e-mailed to all task force members.	Mara Campbell
Submit notes from Research Performance Measurement Webinar on April 21 to task force members.	Recap of meeting was distributed April 23, 2009, to all task force members.	Darryl Dockstader
After scheduling blocks for task force meetings at summer RAC meeting are confirmed on April 9, submit times to task force members for consideration.	Two meeting times are scheduled for the Value of Research Task Force in Orlando. The first time is 6:30-8:30 p.m. on Tuesday, July 21; the second, 4:00-6:00 pm. on July 22., 2009. Messrs. Dockstader, Kuehn, Peabody, and Yeh verified their attendance at the Orlando meeting. Ms. Overton is awaiting approval to travel.	Mara Campbell
Include review of CEO marketing piece and significant projects submitted for summer RAC round table on July task force meeting agenda.	Pat Casey of CTC is under contract to develop this marketing piece with a rough draft due by the end of June. Discussions with Larry Orcutt, Randy Battey, and Mara Campbell regarding content have occurred. Ms. Campbell will e-mail draft document to all task force members upon receipt with a conference call to be scheduled for late June. It was suggested that Tony Kane and/or Ken Kobetsky be asked to review the first draft of the marketing piece. A “final” draft will be presented at the task force meeting in Orlando for review. As a reminder, this document is being developed in response to the SCOR strategic plan effort. John Horsley at TRB RAC meeting and SCOR meeting in March	Mara Campbell

<p>Include review of CEO marketing piece and significant projects submitted for summer RAC round table on July task force meeting agenda.</p>	<p>reiterated that information presented is pertinent to current issues facing transportation. It was suggested that research results included in the marketing piece address current and future issues transportation organizations will be facing; e.g., climate change issues. Other pertinent information such as the 20-24 project, due to be completed next month, on the implementability of a VMT based strategy is something that may be considered for inclusion.</p> <p>A question was raised regarding the possibility of NCHRP report 610 being made available electronically for review by task force members prior to Orlando. Posting this report two weeks in advance of the summer meeting will allow time for review since it will be a focus of the summer meeting. Mr. Jenks and Mr. Lum will determine if/when NCHRP report 610 will be available and notify the group.</p>	
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Key Points Discussed		
No.	Topic	Highlights
1.	Welcome	Ms. Campbell welcomed those participating and thanked them for joining the conference call today.
2.	Approval of Minutes	Minutes from April 7, 2009, conference call were approved.
3.	Update from Communicating the Value of Research	<p>Mr. Lum has arranged an hour at the summer meeting to discuss the value of communicating research which will include discussion of the toolkit, messaging options, etc. With completion of the toolkit, the objectives and action items for this group need to be reviewed/revise.</p> <p>It was recommended that this topic be elevated as a session at the annual TRB meeting in January 2010. Barbara Harder and Jason Bittner are responsible for the meeting program. Mr. Orcutt has submitted information to Barbara Harder. Mara asked Mr. Orcutt to send the e-mail regarding this topic to the task force members. It was noted the AASHTO public affairs group (NTPAW) will be meeting this fall and this may be an appropriate venue to announce the upcoming call for papers on how states have communicated the value of research.</p> <p>Call participants agreed that connecting with the public affairs group is a positive move in getting research results communicated. The technical detail inherent in research results makes it difficult for communication specialists to understand and convert results into a news release. The</p>

3.	Update from Communicating the Value of Research	research community needs to develop methods to provide results in a format easily understandable by non-researchers. At the July meeting in Orlando, discussion should occur on actions this task force implement to mitigate communication barriers. Ms. Campbell asked call participants to be prepared to discuss this topic and offer suggestions at the July meeting.
4.	Update from Assessing the Value of Research	<p>This group was tasked with determining ways to better utilize RPM and performance measures related to research. Ms. Campbell reported this group is currently without a chair. The need for a chair and the subgroup's direction and focus on in coming year will be a discussion topic in July.</p> <p>Mr. Kuehn briefly discussed coordination with TRB's Conduct of Research Committee's call for papers on "Measuring Research Program Performance." For more information visit http://www.trb.org/utills/CFPDetail.asp?cid=1031</p>
5.	Update from Support for SCOR Action	<p>Mr. Peabody reported no activities related to action items have occurred since last conference call.</p> <p>A process to document and communicate high value outcomes was developed using a template Mr. Peabody took the lead in creating. Call participants were encouraged to submit at least one high-value outcome for round table discussion at the July meeting.</p> <p>Ms. Campbell reported the SCOR strategic plan and action items will be reviewed at the July meeting. She asked Mr. Peabody to be prepared to identify areas where this task force succeeded and areas requiring improvement.</p>
6.	High Value Research Project Breakout Session – Annual Meeting	<p>Ms. Campbell will e-mail regional chairs encouraging the submission of at least one high-value research outcome for round table discussion. Mr. Yeh does plan to submit some topics from Wisconsin.</p> <p>This task force will be responsible for packaging all high value research projects submitted for the round table session and posting them online after the July meeting. Dale Peabody volunteered to lead the initiative to package and post the high value research projects online. In addition to posting to the RAC website, it would be beneficial to submit the high value research projects to regional public relations representatives for use as a marketing tool to demonstrate what other states are doing. Will schedule a few minutes to discuss other options for distribution in Orlando.</p> <p>Perhaps between one AASHTO group to another, communication and interaction can be improved. National Transportation Public Affairs Workshop (NTPAW) would be a strategic partner to work with.</p>

6.	High Value Research Project Breakout Session – Annual Meeting	NCHRP developed glossy one-page “Impacts on Practice” documents showcasing known applications. They are available at: http://www.trb.org/CRP/NCHRP/NCHRPImpacts.asp
7.	Teleconference Capabilities for Task Force Meetings in Orlando	Mr. Orcutt indicated he would appreciate teleconferencing capability being available for the Value of Research Task Force meetings scheduled in Orlando in July since he will not be attending the meeting. He also asked that documents mentioned earlier as being distributed to the group be forwarded to Ms. Overton and him since they are new to this task force.

Action Items			
No.	Action Item	Owner	Target Date
	<p>Include review of CEO marketing piece and significant projects submitted for summer RAC round table on July task force meeting agenda.</p> <p>► Distribute draft marketing piece and schedule conference call for late June after draft document is distributed.</p> <p>► Check on possibility of NCRHP report 610 being available electronically two weeks prior to July 20, 2009.</p>	<p>Mara Campbell</p> <p>Chris Jenks Wes Lum</p>	<p>Schedule conference call June 3, 2009</p> <p>Distribute draft marketing piece Upon receipt</p> <p>June 15, 2009</p>
3.	Forward e-mail containing topics submitted to Barbara Harder for TRB Annual Meeting to task force members.	Larry Orcutt	May 28, 2009
4.	E-mail link for submission of topics for TRB’s call for papers to task force members.	David Kuehn	June 9, 2009
5.	At July meeting, be prepared to identify areas where this task force succeeded and areas requiring improvement as it relates to SCOR Strategic Plan	Dale Peabody	July 21, 2009
6.	E-mail regional chairs encouraging the submission of at least one high-value research outcome for round table discussion at July meeting.	Mara Campbell	June 5, 2009
6.	Lead initiative to package and post the high value research projects from July RAC/TRB meeting online.	Dale Peabody	August 7, 2009
7.	Check into teleconferencing capabilities at July RAC/TRB meeting and notify task force of availability.	Mara Campbell	June 29, 2009
7.	Distribute documents previously forwarded to task force members to Ms. Overton and Mr. Orcutt.	Mara Campbell	June 5, 2009