

RAC – Value of Research Task Force Minutes

Date	July 22, 2009 July 23, 2009	Time	6:30 p.m. EST 3:30 p.m. EST
Facilitator	Mara K. Campbell	Scribe	Mara K. Campbell
Subject	RAC – Value of Research Task Force Meeting		
Attendees	Mara Campbell, Daryl Dockstader, Chris Jenks, David Kuehn, Wes Lum, Larry Orcutt, Ann Overton, Dale Peabody, Daniel Yeh, Larry Sutter, Mark Morvant, Peggy Tadej, Clint Adler, Bob Skinner, Donald Williams, Linda Taylor, Nancy Chinlund, Calvin Roberts, Jerry Hicks, Crawford Jencks, Cindy Drake, David Unkeffer, Nanda Srinivasan, Bill Ahearn, Sandra Larson, Joe Conway, Mike Perfater, Roberto deDios, Bob Lewis, Dawn Vanlandingham, Clayton Schumaker, Mia Zmud		

Follow Up on Action Items from May 28, 2009, Conference Call

Action Item	Follow-Up Report	Owner
Forward email containing topics submitted to Barbara Harder for TRB Annual Meeting to task force members	This was completed.	Larry Orcutt
Email link for submissions of topics for TRB's call for papers to task force members	Completed	David Kuehn
Email regional chairs encouraging the submission of at least one high-value research outcome for round table discussion at July Annual Meeting	Completed	Mara Campbell
Check into teleconferencing capabilities at July RAC/TRB meeting and notify task force of availability	Completed	Mara Campbell
Distribute documents previously forwarded to task force members to Ms. Overton and Mr. Orcutt.	Completed	Mara Campbell

Key Points Discussed

No.	Topic	Highlights
1.	Welcome	Ms. Campbell welcomed those participating and thanked them for making this task force a priority – considering it was 6:30 p.m. after a long day of meetings in beautiful, sunny Florida! She also thanked Ann Overton and Larry Orcutt for teleconferencing in.
2.	Approval of Minutes	Minutes from May 28, 2009, conference call were approved.
3.	Action Items from May 28, 2009 conference call	See above.

4.	Review of CEO Marketing Piece	<p>Ms. Campbell reported that CTC & Associates had a draft brochure for everyone to react to which was created for the SCOR as a marketing piece to highlight the value of research to other CEOs and executive level decision makers (perhaps even Congress). Ms. Campbell asked everyone to offer an initial reaction and then proceeded around the room for input. Overall, the feedback was very positive. It appeared everyone liked the layout of the piece and thought it was designed in such a way to capture the reader's attention. After several minutes of discussion, Ms. Campbell said she would send everyone a .pdf of the draft document. She then requested that all feedback be submitted to Crawford Jencks no later than August 7th. It is the intention of the task force to have a finalized product for the SCOR chair to present at the AASHTO Annual meeting in October. Everyone agreed to the timeframe. Mara thanked Pat Casey for his efforts on this brochure as well as the support from NCHRP (Crawford Jencks and Chris Hedges) to help fund it.</p>
5/8.	Review of NCHRP Report 610	<p>Ms. Campbell suggested to the group that the task force help and assist SCOR as well as the RAC in elevating the Communicating the Value of Research Guidebook. She reported that the guidebook was completed and offered some GREAT suggestions on how to best communicate the value the DOTs obtain from research. There was discussion that this was necessary and the task force did need to elevate this. It was also pointed out that the SCOR requested this task force to assist in this effort. After discussion, the task force agreed to create a "Deploy It" plan for the SCOR to consider. This plan would be an action plan on what needs to be done to ensure all the various market audiences of the guidebook know it is available and to encourage use of the guidebook. Ann Overton agreed to chair the subgroup to work on this item. Jon Conway and Dale Peabody also agreed to help.</p> <p>In addition, Mia Zmud reported she was looking for some volunteer states to perform a "pilot" on the guidebook for communicating the value of research. Minnesota, FHWA, and CalTrans all offered to be part of a pilot. Ms. Campbell offered to email Ms. Zmud to ensure she would contact those who agreed to participate to get these pilots underway this fall.</p>
6/10.	SCOR Strategic Plan – Review of Proposed Revisions AND Update from Support for SCOR Action	<p>Mr. Peabody gave everyone a handout that identified the task areas that the SCOR Strategic Plan has tasked to the task force and what the task force is either doing or working on. He stepped the entire task force over all of the items and everyone agreed with this report and assessment.</p> <p>After some discussion, it was elevated that the Task Force needs to obtain some clarification and direction from the SCOR regarding the taskings within the strategic plan. Ms.</p>

	SCOR Strategic Plan – Review of Proposed Revisions AND Update from Support for SCOR Action, continued	<p>Larson said the SCOR would appreciate that and they were in the process of updating the Strategic Plan. Ms. Campbell requested that all input be sent to Mr. Peabody by August 14, 2009. She and Mr. Peabody will then consolidate comments and forward them on to Ms. Larson, Mr. Jencks, and Mr. Collins.</p> <p>Mr. Peabody then suggested a process to document and communicate high value research projects. Everyone agreed the process was a great idea and it will be formalized and sent to the SCOR for approval and their consideration.</p>
7.	Status Report/Summary for RAC Report Out	A summary of the Task Force meeting was prepared and Ms. Campbell presented it to the RAC/TRB on Thursday morning during the annual meeting. Attached as a separate document.
9.	Update from Assessing the Value of Research	Ms. Campbell brought up the issue of how critical it is to be able to “assess” the value of research before someone can communicate it! The group discussed this. Nanda Srinivasan mentioned that there is a current NCHRP project on “Reassessing the 20-63 Performance Tool.” Everyone agreed the task force should play a significant role in that effort. Jerry Hicks, Mark Morvant, Peggy Tagedj, and Joe Conway all offered to participate as a resource or a panel member for that research project. In addition, the task force thought it would be an excellent idea for the chair to obtain input from RAC leadership on their expectations and the how this might be done. Ms. Campbell agreed to contact Sandra Larson to add it to a RAC Leadership conference call.
11.	Distribution of High Value Research Projects Presented at Summer RAC Meeting	Ms. Campbell offered that this task force would post and get distributed all the great “high value” research projects that were presented during this breakout session. The session was very popular and received very positive ratings on the evaluation. This task force will package all high value research projects presented at the round table session and post them online after the July meeting. Dale Peabody and Ann Overton offered 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.
12.	Wrap up and Next Steps	Ms. Campbell reiterated all of the action items gleaned from the task force meeting. She thanked everyone again for his or her participation and support. Meeting adjourned.

Action Items			
No.	Action Item	Owner	Target Date
4	Distribute draft marketing piece to task force for feedback. Brochure is anticipated to be complete no later than October 2009	Mara Campbell	August 7, 2009
5.	Create a "Deploy It" plan for SCOR to approve that incorporates an action plan of strategies and target audiences to ensure Report 610 is fully deployed across all the states.	Ann Overton	October 2009
5./8.	E-mail Mia Zmud regarding list of states/agencies to participate in Guidebook pilot.	Mara Campbell	August 7, 2009
6./10.	Obtain feedback, clarification, and suggestions for the SCOR to improve their Strategic Plan. Then, submit the combined comments to SCOR leadership	Dale Peabody	August 14, 2009 September 1, 2009
9.	Contact Sandra Larson to add an agenda item to RAC Leadership conference call agenda regarding assessing the value of research.	Mara Campbell	August 7, 2009
11	Obtain all the High Value of Research presentations from Randy Battey that were presented at the Annual Meeting. Package those into a document and post on line and also distribute to Research managers via CD. Distribute compiled high value research projects to regional public relations representatives for use as a marketing tool.	Dale Peabody	August 30, 2009