



TRANSPORTATION RESEARCH BOARD

OF THE NATIONAL ACADEMIES

Ahead of the Curve:

Mastering the Management
of Transportation
Research & Innovation



Idea

- Develop and deliver a coordinated and continuing TRB training program that enhances the knowledge, skills and abilities of those who manage transportation research programs.



Organizational Support

2011

TRB Technical Activities Council

- Initial discussion
- Mission alignment

2012

TRB Standing Committees

- Conduct of Research
- Technology Transfer

2013

AASHTO RAC

- Task Forces
- Regions



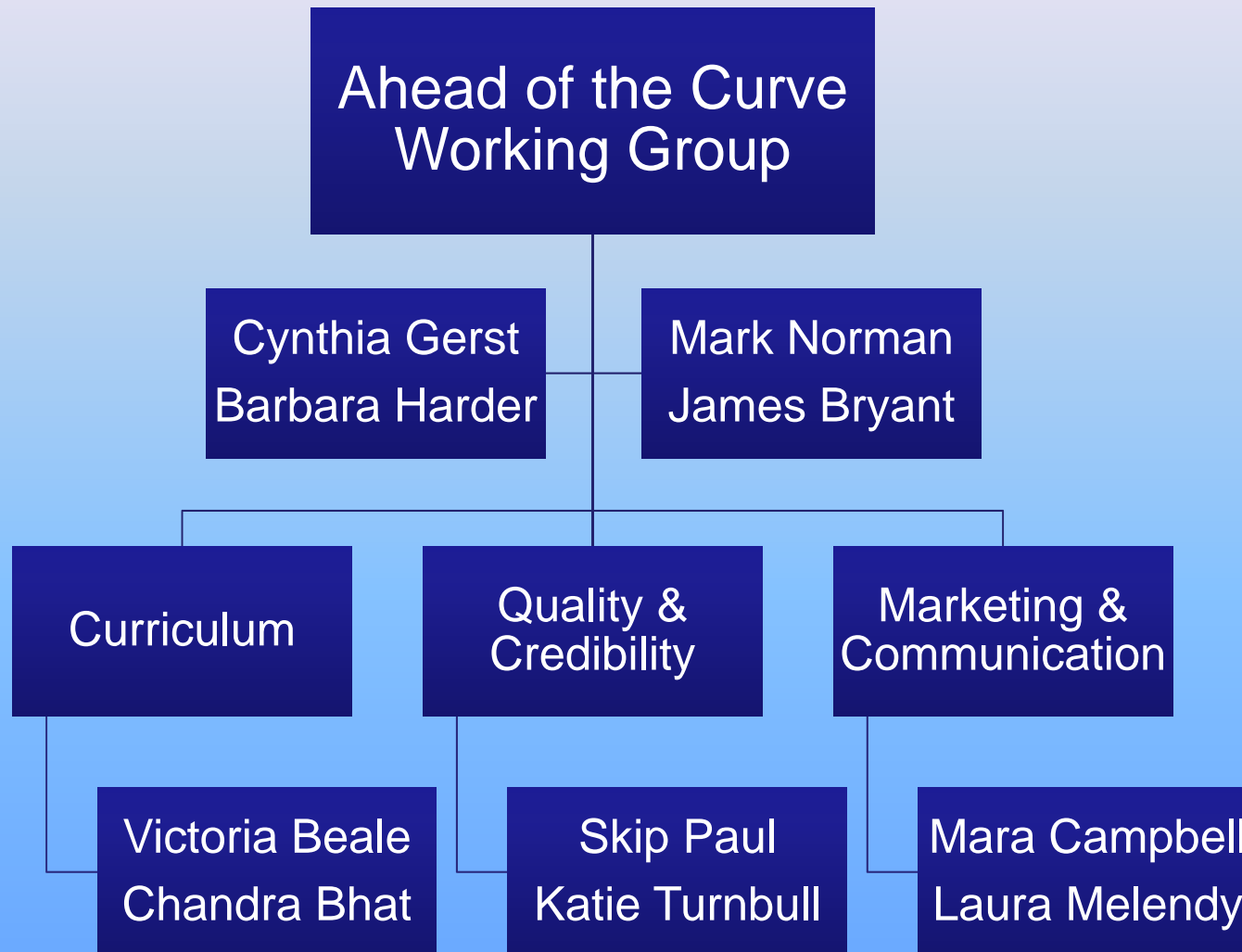
Objectives

- Raise the stature of transportation research and innovation managers
- Ensure high quality research programs and projects that contribute to meeting transportation goals
- Provide research managers with a sense of belonging to a profession
- Provide research managers with credit towards professional licenses and/or certifications
- Better communicate the value of research and research results to those outside of the research community, particularly to those with the ability to implement innovation and technology enhancements



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Curriculum

Focus

- "Ideal" set of courses
- #/frequency of courses
- Gap analysis of existing materials
- Instructor
- Schedule

State DOT members

- Victoria Beale
- Michael Bonini
- Stephen Pepin

Other members

- Chandra Bhat
- Jason Bittner
- Deborah Elston
 - Sue McNeil
- Shashi Nambisan


Potential Curriculum

“RAC 101”



*An Introduction to the AASHTO
Research Advisory Committee*

15 July 2013




U.S. Department
of Transportation
**Federal Highway
Administration**

Publication No. FHWA-HI-91-001
May 1991

NHI Course No. 33043

**Research Program Management
for State Highway Officials**

Participant Notebook



The National Highway Institute



Gathering Resources

- Seven Keys to Building a Robust Research Program (NCHRP)
- Accelerating the Rate of Innovation Among State DOTs (NCHRP Domestic Scan)
- Improving University Management of Intellectual Property (NRC Report)
- Funding Sources for Transportation Research: Competitive Programs (TRB website)
- Communicating the Value of Transportation Research (NCHRP)
- Scientific Approaches to Transportation Research (NCHRP)
- Performance Measurement Toolbox and Reporting System for Research Programs and Projects (NCHRP)
- Problem identification and statement writing (Effective problem statements webinar, document)
- ...

Quality & Credibility

Focus

- Certificate criteria
 - Benchmarking
 - # of course hours
 - Renewal requirements
- Professional credits
 - CM for AICP
 - PDH for PE's

State DOT members

- Skip Paul
- Martin Parker
- Ned Parrish

Other members

- Katie Turnbull
- Gregory Benz
- Jason Bittner
- Barbara Harder
- Martin Pietrucha
- Neil Paulley
- Laurence Rillet



Key Elements

- TRB certificate for completing minimum number of courses
 - This will NOT be a professional certification
- Curricula and courses based on resources such as the “7 Keys”, materials developed through TRB cooperative research programs, and other resources as necessary
- PDH’s and other continuing education credits
- Ongoing series of seminars/webinars

Marketing & Communication

Focus

- Define Audiences
 - Program
 - Events
- Communication Plan
 - Medium
 - Messages
 - Timing

State DOT members

- Mara Campbell
 - Ann Ellis
- Cynthia Gerst
- Kirk Steudle
- Daniel Yeh

Other members

- Laura Melendy
- Hau Hagedorn
- Neil Pedersen



Audience Identification

- Transportation Research Program Managers/Staff, Practitioners, and Operational Managers Implementing Innovations in:
 - State DOTs
 - Universities
 - Transportation Research Centers
 - Federal Agencies
 - Consulting Firms
 - Industry
 - Others?



Next Steps

- Continuing
 - Task Group progress
 - Coordination with TRB
- November 2013
 - Framework setting meeting
- January 2014
 - TRB Annual Meeting Workshop
- 2014
 - Launch program and initial course presentations



- AHEAD OF THE CURVE WORKSHOP
- Thursday January 16, 2014
- 8:30 a.m. – 12:00 p.m.



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