TOPICS COVERED

• 2009 Peer Exchange
• Marketing Plan
• Research Benefits
• What’s Next
• Questions
2009 PEER EXCHANGE

Theme: Communicating the Value of Research

• Workshop: Communication Matters: Communicating the Value of Research

• Participants presented their communication strategies, shared successful practices, and discussed communication challenges
GOOD COMMUNICATION PRACTICES

- Involve communication professionals.
- Understand the audience.
- Demonstrate a tangible benefit.
- Recognize that timing is relevant.
- Build coalitions.
- Build two-way relationships.
- Tailor packaging.
PEER EXCHANGE RECOMMENDATIONS

- Develop a communication plan
  - Look for ways to leverage CTS and/or repurpose/co-brand materials CTS has already produced.
  - Market projects with quantifiable benefits.
  - Pretest communication pieces prior to distribution.
- Engage and involve communication staff in our marketing efforts
- Develop a management update and program brochure that explains research programs
MnDOT NEXT STEPS (Cont.)

- Explore opportunities for using social media tools.
- Hold a Library Open House to showcase services and materials available.
- Explore options for getting the pool fund quarterly reports filled out online.

NCHRP Report 610
WHAT HAVE WE DONE?

• Hired Consultant – Strategic Toolbox
  • Developed our Communication Plan
  • Established Research Services Values
  • Re–evaluated Marketing Materials
  • Created our Research Program Brochure

• Hired a Marketing and Comm. Manager
  • Updated Website
  • Launched Blog, Newsletter
  • Utilizing Social Media
  • Actively Marketing Research
MARKETING PLAN

• Background
  • Visioning Session
  • Customer Experience Workshop
  • Customer Research
  • “News Bureau” Workshop
  • Collaboration Workshop
• Product: Strategic Plan
  • Implementation in progress
COMMUNICATION TOOLS

- Website
- Newsletter
- Crossroad Blog
- Email updates
- Social media
- Videos
- Familiarization Tours
PUBLICATIONS

• Research Reports
• Technical Summaries
• Transportation Research Syntheses
• RS&L At-A-Glance
ACCELERATOR

• RS & Library Newsletter
• Four pages, bimonthly
• Print or online (PDF)
• Targets practitioners
• Fills gap identified by customer research
SOCIAL MEDIA

- Twitter
  - 2,292+ followers
- Facebook
  - 601 fans
- LinkedIn Group
  - 432 members
- YouTube
  - 26,293+ views
- Crossroads Blog
  - ~2K views/month
VIDEOS

- Microwave asphalt pavement repair
- Frost damage in pavements
- IR camera bridge deck inspection
- Portable weigh-in-motion system demo
- Technical Advisory Panels (series)
‘FAMILIZATION TOURS’

• Talk about our program, services
• Presentations to districts, specialty offices, etc.
• RS leadership staff
RESEARCH BENEFITS

• TRS: Best Practice Guide for Quantifying the Benefits of MnDOT Research Program
• Participated Peer Exchanges
  • Kansas DOT
  • Indiana DOT
  • Washington State
• Quantifying Benefits
  • Development of a Process for Quantifying the Benefits of Research (Active)
  • Assessing SP& R Program (In-progress)
QUANTIFYING BENEFITS

- Create a System in ARTS to track implementation status & benefits information
- Collect implementation status for projects completed and quantify benefits for selected projects
- Modify existing systems for collection of benefits data
2014 PEER EXCHANGE

- MnROAD implementation & benefits of various pooled fund projects
- Future MnROAD research
  - Concrete
  - Asphalt
  - Preventative maintenance
  - Tools
Questions?

Linda Taylor
Director,
MnDOT Research Services & Library
Linda.Taylor@state.mn.us
651-366-3765

On the web: mndot.gov/research