The Committee Communication Coordinators (CCC) has over 190 identified volunteers, and the CCC Council (CCCC) currently has 12 council members.

Unlike committees, the CCCC rotates members every year as council activities and needs meet their interest. The CCCC’s Goals / Objectives, which are reviewed and modified annually, are:

- Continue to expand the number of committees with a CCC
- Support the efforts and guidance of the Technical Activities Council (TAC)
- Support and assist in carrying out TRB sponsored activities, such as implementation of MyTRB

Since the creation of the TRB CCCC in 2009, several essential communication webinars have been held to provide guidance to CCCs, including maintaining a committee friend list, developing and maintaining a website, incorporating social media tools, and surveying committee members. A primary focus of the CCCC is to promote methodologies and educate TRB committees as well as transportation organizations on communicating throughout the year, in addition to online meetings.

The CCCC continues to provide website development support to committees. This includes webinars, workshops, individual website development assistance, and guidance in the development of a communications plan. Committee websites are at a steady 70%. This 70% has grown from 10% in 2008.

During our outreach to committees over the past year, the focus of many CCCs has been on activities associated with committee restructuring. In comparison to other years, CCCs reached out to the CCCC more frequently for guidance and/or clarification of their role. Most of the answers to their questions were readily handled with reference to the 2019 Welcome Packet and Council Website. We are pleased to report that CCCs as a whole are gradually reassuming their “normal” cadence with regard to their committee communication responsibilities and that to the best of our knowledge the transition has not caused significant communication disruption. Interestingly, we are observing an uptick in creativity and innovation with regard to committee communication practices; this could be directly related—and possibly an unanticipated benefit of—the committee restructuring process (e.g., streamlining and combining of resources, reinvigorating engagement, exchanging and retaining the better practice). Examples include:

1. Expanded use of Google drive as a resource for collaborative document review and sharing and monitoring of mailing lists (extracted from MYTRB)
2. Increased use of websites to (1) support the CRC area of responsibility including managing and monitoring paper reviews and sharing of funded research in progress or published; (3) encourage increased participating of members and friends by providing details on how to become engaged (and become a friend via MyTRB); and (2) share information beyond that which is suggested (member lists, meeting announcement and notes, strategic plans, and published research) including Centennial papers, subcommittee pages and updates, and other resources

Based on discussion during the 2020 Annual Meeting CCC session and CCCC meeting, and in response to both the TRB committee restructuring initiative and the National Academies of Science (NAS) initiative to consolidate and streamline communications and branding, the CCCC has spent considerable time discussing potential shifts with regard to the responsibilities of a CCC as a result of these communications initiatives. These discussions have included our TRB liaisons (Brie Schwartz and Rich Cunard) and NAS staff (Paul Mackie and his team).
While guidance from NAS is forthcoming (particularly within the domain of committee websites and social media), the CCCC is focusing on the following priorities for the coming year (2021):

- **Guidance to CCCs**—we will continue to welcome CCCs (new and returning) each year via email and the welcome packet.

- **CCC Webinar on Best Practices and Communications Essentials** – we conduct a communication essentials webinar each year to share communications tools and strategies. For 2020, considering the global pandemic, the webinar focused on best practices for online meetings.

- **Website review**—we are undertaking an informal review of committee websites to (1) identify whether current guidelines are being followed, (2) ensure links are active and maintained, and (3) identify best practices. This effort will inform our outreach to CCCs in the coming year, as it relates to NAS communications guidance.

- **CCC Survey**—we conduct a survey of CCCs every other year to assess how well the CCCC is meeting CCC needs, collect best practice examples, and set outreach priorities. Having last conducted it in 2019, we will re-survey in 2021. A focus of this survey will include input on the committee transitioning initiative.

For the TRB 2020 Annual Meeting, the CCCC is sponsoring the following:

- **CCC Council Meeting (open to CCCs)** – Monday January 11, 10:00 – 11:30 AM