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#### 2 - Tasks Ranked by Priority

- 1st Identify TRB international goals and align with the Strategic Plan
- 2<sup>nd</sup> Align TRB international activities with Critical Issues & "hot topics"
- 3<sup>rd</sup> Review international involvement in AM & standing committees
- 4<sup>th</sup> Identify opportunities for joint or cooperative research projects

## 3 – Tasks Ranked by Priority

- 5<sup>th'</sup> Identify international Critical Issues
- 6<sup>th</sup> Review TRB's involvement in international conferences and forums
- 7<sup>th</sup> Identify potential international symposia
- 8th Review role of International Secretary
- 9th Review TRB marketing to int'l participants
- 10th Review existing MOUs
- 11th Review Standing Committee



# 4 – Additional Task Force Charge

- Rank action items by priority
- Indicate costs of individual action items
- Suggest who should be responsible for new activities or actions we suggest

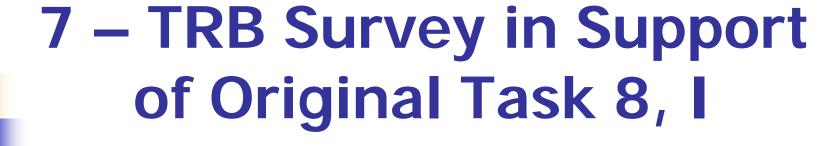


- Bottom-Up: Substantial and growing international participation at the Annual Meeting, in standing committees, conferences, and task forces
- Top-Down: Slow but rapidly growing, as evidenced by MOUs and joint symposia
- There appears to be a gap between bottomup and top-down international activities



### 6 –We Conclude that TRB International Activities Are:

- Not well coordinated; often ad hoc
- Not tied to the Strategic Plan or Critical Issues although not in conflict
- Not guided by the Executive Committee
- Not evaluated for effectiveness
- Not sufficiently entrepreneurial or pro- active
- Too US- and European-centric



- Surveyed 3,561 international participants; 5.3% response rate
- 49% from English-speaking countries
- Highest number from Canada, UK, Germany, Australia, China
- Conversely: Asia 8.1%, Latin America 3.8%, Africa 2.7%

### 8 – TRB Survey in Support of Task 8, 11

- 56% worked in academia & research units; <14% worked for government</p>
- Most learned about TRB from work or academic colleagues; 11% from TRB website, social media, or publications
- Suggests TRB not as successful at reaching non-English speakers and gov't officials or through current marketing or research products



#### 9 - Proposed Action Items

- Task 1:
  - 20 action items
- Tasks 2 11:
  - 36 action items

**TOTAL: 56 action items** 



### 10 - Giving Priority to Tasks and Action Items

- Lower rated tasks are easier and cheaper to do
- Tasks are very interrelated which makes it hard to rank them
- Computed decisions, not consensus
- Rankings hide major differences between Task Force members



Goal 1: ID Emerging and Critical Issues

Ask sponsors to id critical international issues

Goal 2: Involve Broader Cross-Section of Participants

Work with DOT sponsors annually to identify international research topics

**Goal 3: Review TRB Legacy Programs** 

Assess TRB's success in meeting int'l objectives



#### 12 – Action Items for 1<sup>st</sup> Priority Task, cont'd

Goal 4: Track Impacts of TRB Programs

Develop metrics for international participation in TRB research activities

Goal 5: Strengthen TRB's Long-term Financial Stability

 Intensify efforts to develop pooled research projects



#### 13 – Action Items for 1<sup>st</sup> Priority Task, cont'd

Goal 6: Communicate TRB activities & products effectively

Monitor standing committees & synthesize & advertise their international activities

Goal 7: Ensure TRB staff has resources to exceed stakeholder expectations

 Provide adequate staff to provide guidance to Executive Committee on int'l activities



### 14 – 1<sup>st</sup> Priority Action Item for Each Task

- 2<sup>nd</sup> Priority Task Align Int'l Activities with Critical Issues and "hot topics"
- request standing committees to regularly identify international critical issues
- 3<sup>rd</sup> Priority Task Review international involvement on standing committees
- expand review of int'l membership, evaluate background of members, identify patterns



### 15 – 1<sup>st</sup> Priority Action Items for Each Task, cont'd

- 4<sup>th</sup> Priority Task Identify cooperative international research projects
- work with AASHTO, FHWA, & CEDR to identify joint NCHRP – ERA-NET research
- 5<sup>th</sup> Priority Task Identify International Critical Issues
- Review international research needs identified by NAS, NSF, and other relevant agencies

### 16 – 1<sup>st</sup> Priority Action Item for Each Task, cont'd

- 6<sup>th</sup> Priority Task Review TRB involvement in int'l conferences
- Ensure Executive Committee guidance and oversight of all international conferences
- 7<sup>th</sup> Priority Task Identify potential int'l symposia for TRB involvement
- Ensure TRB international participation supports the goals of the Strategic Plan

#### 17 – 1<sup>st</sup> Priority Action Item for Each Task, cont'd

- 8<sup>th</sup> Priority Task Review role of International Secretary
- Abolish position; vest authority in ExCo Standing Committee
- 9<sup>th</sup> Priority Task Review TRB int'l marketing & communication
- Evaluate access, usefulness, impact of TRB website and other media

# 18 – 1<sup>st</sup> Priority Action Item for Each Task, cont'd

- 10<sup>th</sup> Priority Task Review existing MOUs
- Seek ExCo guidance on all future MOUs
- 11<sup>th</sup> Priority Task Review the role of the standing committee on International Cooperation
- Thank committee for its hard work; no new role or responsibilities



#### 19 - Costs?

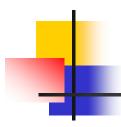
- Few direct costs travel, equipment, publications, etc
- Staff support is the major cost factor, ranging from very low to moderate for individual action items
- Can't account for income to offset costs or economies of scale



- We don't know TRB salary and cost parameters
- Viewing costs for individual action items both over- and underestimates their impact
- There may be a tipping point, where costs either drop or increase drastically

### 21 - Loci of Responsibility?

- More staff focusing directly on international activities, participants, conferences
- More direct involvement and guidance from the Executive Committee
- Better two-way communication between staff and Executive Committee



#### 22 - Closing Comments

- Shouldn't miss opportunities
- Close the gap between top-down and bottom-up international activities
- Do more outreach to Africa, Asia, & Latin & South America
- Focus on low-cost ways to involve int'l participants, especially those who cannot travel