

1- International Task Force

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2 – Tasks Ranked by Priority

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

3 – Tasks Ranked by Priority



- 5th Identify international Critical Issues**
- 6th Review TRB's involvement in international conferences and forums**
- 7th 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



5 – TRB's International Activities and Participation

- **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 bottom-up 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



7 – TRB Survey in Support of Original Task 8, I

- 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, II

- **56% worked in academia & research units; <14% worked for government**
- **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



11 – Action Items for 1st Priority Task – Identify TRB Int'l Goals & Align with Strategic Plan

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 1st 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 1st 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 – 1st Priority Action Item for Each Task



2nd Priority Task – Align Int'l Activities with Critical Issues and “hot topics”

- *request standing committees to regularly identify international critical issues*

3rd Priority Task – Review international involvement on standing committees

- *expand review of int'l membership, evaluate background of members, identify patterns*



15 – 1st Priority Action Items for Each Task, cont'd

4th Priority Task – Identify cooperative international research projects

- *work with AASHTO, FHWA, & CEDR to identify joint NCHRP – ERA-NET research*

5th Priority Task – Identify International Critical Issues

- *Review international research needs identified by NAS, NSF, and other relevant agencies*



16 – 1st Priority Action Item for Each Task, cont'd

**6th Priority Task – Review TRB
involvement in int'l conferences**

- *Ensure Executive Committee guidance and oversight of all international conferences*

**7th Priority Task – Identify potential int'l
symposia for TRB involvement**

- *Ensure TRB international participation supports the goals of the Strategic Plan*

17 – 1st Priority Action

Item for Each Task, cont'd

8th Priority Task – Review role of International Secretary

- *Abolish position; vest authority in ExCo Standing Committee*

9th Priority Task – Review TRB int'l marketing & communication

- *Evaluate access, usefulness, impact of TRB website and other media*

18 – 1st Priority Action

Item for Each Task, cont'd

10th Priority Task – Review existing MOUs

- *Seek ExCo guidance on all future MOUs*

11th 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**



20 - Costs: Problems we Faced

- **We don't know TRB salary and cost parameters**
- **Viewing costs for individual action items both over- and under-estimates 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**