

Committee Communication Coordinators (CCC) Report

December 2019

The Committee Communication Coordinators (CCC) has over 190 identified volunteers, and the 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
- Continue to expand the number of committees with web-presences
- 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 percentage is higher than it seems, as the full 100% includes Groups, Sections, and specialty task forces that do not necessarily require a web presence. Moreover, this 70% has grown from 10% in 2008.

During our outreach to committees, we learn that committee chairs and CCCs have grown to accept and rely upon MyTRB as an important resource for their committees and tracking friends. As reported last year, CCCs and committee chairs are expanding their use of creative solutions for contacting members and friends to contact management platforms (Mail Chimp and Constant Contact). This year, we learned that a few are creating and promoting the use of google groups and LinkedIn for communication and engagement. Our concern with the latter solutions is the potential for them to encourage new friends to join a google group or LinkedIn site and not equally encourage them to sign up through MyTRB. We will continue to monitor these and other creative approaches and will continue to reinforce the importance of first directing friends to MyTRB for committee engagement.

Aside from the positive overall response regarding MyTRB, there were other requests for minor improvements such as:

1. Include areas of expertise when someone signs up as a committee member or friend (e.g., bike committee friends list is growing exponentially and could use help reviewing papers, etc.)
2. Notification / alert when a friend signs up
3. Allow friends to sign up to subcommittees
4. Provide the ability for committee chairs and/or CCCs to update committee member/friend email addresses in MyTRB

This year, based on input from committee chairs and CCCs during last year's Annual Meeting, the CCC Council focused activities on improving the quality and content of information we share with CCCs. We achieved the following:

- **CCC Website Update.** We completed a thorough review of our website content, updated information and streamlined navigation to be more user-friendly and accessible. Our website was migrated to the new google site platform. Visit our new website at: <https://sites.google.com/view/trbccc/home>.

- CCC Welcome Packet. We drew from the best practice of the Committee Research Coordinator Council and created welcome packet for new CCCs. The welcome packet contains all the vital information new and seasoned CCCs need regarding their role and responsibilities, a “getting started” checklist, and links to helpful resources including webinars. We also created a list of “frequently asked questions” compiled from CCCs during the 2019 Annual Meeting workshop and these are posted on our website.
- CCC Webinar. This past October, we conducted our annual best practices and communication essentials webinar.
- CCC Survey. We conducted a survey among CCCs to assess their opinions on how well the CCCC is meeting their needs and to obtain suggestions for better meeting their needs. First and foremost, while CCCs are pleased with the level of support they receive from the CCCC, they are interested in obtaining more routine (e.g., monthly or quarterly) updates from the CCCC on *TRB-related information that directly impact committees and information that helps them fulfil their CCC roles and responsibilities*. In addition to increased regular communication, they want more opportunities to engage with (1) the CCCC (e.g., webinars, workshops and sessions at TRB, volunteering for CCCC activities) and (2) other CCCs. As one respondent eloquently shared, “*Facilitate more frequent communication between CCC of different committees with complementary interests / focus - Organize relevant webinars / calls for exchanging ideas / best practices - Facilitate coordinated use of social media - Possibly organize a physical meeting in TRB Annual Meeting for personal interaction of CCCs.*” We will use the survey results to inform our 2020 CCCC activities and focus.

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

- Networking Reception for Committee Communication Coordinators and Committee Research Coordinators – Sunday, Jan 12, 5:30 – 6:30 PM
- TRB Committee Communication Coordinators: the Unsession – Monday, Jan 13, 10:15 – 12:00 Noon
- CCC Council Meeting – Tuesday, Jan 14, 12:15 – 1:15 PM