

**Construction Research Council  
Executive Committee Meeting Minutes  
August 1, 2003  
Phone Conference**

**Attendees:** Paul Chinowsky, Edward Jaselskis, Keith Molenaar, Tony Songer

Edward Jaselskis chaired the meeting.

**Committee Activities**

Academic Committee:

(Paul Chinowsky (Chair), Sam Ariarathnam, Chuck Jahren, and Liang Liu)

Paul Chinowsky reported.

16 submittals: The 2003 CRC fall meeting in Nashville will have an M.S./Ph.D. research presentation symposium with refereed papers and presentations.

Students will submit papers for review and proceedings. Presentations will occur after the CRC business meeting. Each presentation will be a 5 minute overview.

Establishing a junior faculty mentoring program: Important to include Associate Professors in mentoring process.

Discussion of establishing chair of academic committee to be responsibility of CRC Chair. To establish formal structure of committees to establish continuity.

CRC-CI Liaison Committee:

(Keith Molenaar (Chair), Gena Abraham, Bud Griffis, John Messner, and Michael Toole)

Keith Molenaar reported.

CI-CRC Liaison Committee (Keith Molenaar (Chair), Gena Abraham, Bud Griffis, John Messner, and Michael Toole)

Mission statement developed "...promote collaboration between the Construction Research Council and the Construction Institute to align goals and leverage participation of industry and academic members in the Institute. ...seek opportunities to generate revenue for both the Construction Institute and the Construction Research Council."

CI Newsletter participation (research and education program announcements, JCEM teaser)—*This is a relatively easy to do with high payback.*

Keith Molenaar is coordinator/editor for newsletter articles. The position of "editor" will be held by the vice-chair of CRC.

CI Conference participation—Ed discussed comments from a CI meeting: *Academics need to be in tune with topics of interest to audience (most of which are project managers and other industry practitioners)—Tucker suggested that we review comments from regional conference in Minneapolis; James H. Anspach (refer to address on next page), professional geologist with SO-DEEP, Inc., will provide names of projects managers on the Woodrow Wilson and mixing bowl projects in D.C. area; Michael Toole should talk to conference chair to see how CRC can help out.*

2004 Atlantic Coast Conference – Mike Toole is coordinating

Revenue generating opportunities—*Need to identify topics of interest*

Continuing Education Courses. There is good possibility to integrate Cont. Ed, with the CI Conferences.

Keith will put out a call for interest and topics for continuing education.

### **Marketing committee:**

Ed Jaselskis reported.

(Ed Jaselskis (Chair), Bill O'Brien, Eddy Rojas, Lucio Soibleman)

Committee Goals: "Create greater synergy among construction researchers and promote member capabilities to industry practitioners. This will establish a more cohesive association of construction researchers that the industry can better understand on and rely on for assistance and provide for greater presence to funding agencies."

Possible marketing activities

- Create website
- Promote CRC events
- Develop a brochure for CRC
- Website initial development activity

*CI Recommended that we not spend our limited energies on the website at this time (a lot of work and questionable payback). A decision was made to write up short proposals considering two alternatives: 1. a simple static website (O'Brien) and 2. a more comprehensive, dynamic website (Rojas).*

The consensus of the executive committee was that we should focus on 'passive' marketing.

The committee will investigate developing a CRC folder to include brochure, list of members, etc... as a marketing tool. This information can also be posted on the CI website.

### **2005 Construction Congress**

Ben Uwakweh and Ken Walsh have expressed interest in leading the next Congress.

### **Peurifoy Award**

Ed J. is currently soliciting nominations. Currently, one nomination has been accepted. Deadline for nominations is November 1.

### **Other Initiatives**

Greater representation within the Construction Institute

- One CRC member representative on each Directorate (Ralph Ellis will discuss this possibility at the next CI Board meeting). Ed will solicit interest from CRC members to serve on directorates. This activity will fall under CI-CRC Liaison committee.
- CRC representation on the Construction Standards Council (Jim Anspach is interested in having a tie to the CRC).

Symposium on how to obtain research funding from state transportation organizations. Possible participants include Jim O'Connor, Carl Haas, Donn Hancher, Ralph Ellis, Chema de la Garza, Mike Vorster. Another possible activity is to form a group of CRC members conducting/interested in Transportation research to create synergy and strategy.

There will be an ASCE specialty conference on leadership and management in construction, March 25-26, 2004 at Hilton Head South Carolina. A call for papers will be sent out during the first week of August.

CRC excom will meet in September. Main agenda will be organizing for the Fall CRC meeting in Nashville.

Contact Information for 2004 Atlantic Coast Conference

James H. Anspach

Professional Geologist

SO-DEEP, Inc.

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**Attachment 1:**

**CRC Marketing Committee Meeting Minutes**

April 28, 2003

11:00 A.M - 12:00 P.M. CST

*Telephone Conference Call*

**Attendees:** Edward Jaselskis, Bill O'Brien, Eddy Rojas, Lucio Soibelman,

**Committee Goals**

Create more synergy among construction researchers and promote member capabilities to industry practitioners. This will make us a more cohesive association of construction researchers that the industry can better understand and rely on for assistance. This will also provide us with a greater presence to funding agencies (e.g., NSF, USAID, NCHRP, etc.).

**Possible Marketing Activities**

1. Create website (web interface to database with key words, link to individual webpage)
2. Promote CRC events
3. Establish a brochure for CRC

**Plan of Action:**

It was decided to initially work on the website. Rojas will identify what he feels is important regarding website content then send this information to Soibelman for his comments who will in turn forward the collective comments to Jaselskis. Jaselskis will review and add further comments where appropriate and send the information to O'Brien who will work on the packaging aspects ("look and feel"). We will review a draft at our next meeting and then obtain comments from other CRC members and the CI Board. It was felt that work on the website will help us to develop the brochure.

**Next Meeting**

Target end of May beginning of June—or once we have a draft website plan in place.

## **Attachment 2:**

### **CRC Marketing Committee Meeting Minutes**

April 28, 2003  
11:00 A.M - 12:00 P.M. CST

*Telephone Conference Call*

Attendees: Edward Jaselskis, Bill O'Brien, Eddy Rojas, Lucio Soibelman,

#### Committee Goals

Create more synergy among construction researchers and promote member capabilities to industry practitioners. This will make us a more cohesive association of construction researchers that the industry can better understand and rely on for assistance. This will also provide us with a greater presence to funding agencies (e.g., NSF, USAID, NCHRP, etc.).

#### Possible Marketing Activities

4. Create website (web interface to database with key words, link to individual webpage)
5. Promote CRC events
6. Establish a brochure for CRC

#### Plan of Action:

It was decided to initially work on the website. Rojas will identify what he feels is important regarding website content then send this information to Soibelman for his comments who will in turn forward the collective comments to Jaselskis. Jaselskis will review and add further comments where appropriate and send the information to O'Brien who will work on the packaging aspects ("look and feel"). We will review a draft at our next meeting and then obtain comments from other CRC members and the CI Board. It was felt that work on the website will help us to develop the brochure.

#### Next Meeting

Target end of May beginning of June—or once we have a draft website plan in place.

### **CRC Marketing Committee Meeting Minutes**

Wednesday, June 4, 2003  
2:00 P.M. – 3:15 P.M. CST  
Telephone Conference Call

Attendees: Edward Jaselskis, Bill O'Brien, Eddy Rojas, and Lucio Soibelman

This committee is currently working on developing a website for CRC. Information that the committee thought would important includes: photo, name, rank, affiliation, address, phone number, fax number, email address, homepage address, year Ph.D. was obtained, school Ph.D. was obtained from, research interest (1 paragraph), professional experience (1 paragraph), list of sponsor agencies the researcher has worked with (and may the titles, short abstract of each project, and funding amount for each project), links to three recent publications in PDF format, and names of Ph.D. graduates. It would also be helpful to have a search capability (by area of expertise, region, etc.). O'Brien created a sample website from a template that was discussed in the meeting (<http://web.dcp.ufl.edu/wjob/crc/index.htm>). We also reviewed another more static resume developed by another CRC member. There was a significant amount of discussion regarding the direction the committee should take related to the functionality of the website.

A decision was made to write up short proposals considering two alternatives: 1. a simple static website (O'Brien) and 2. a more comprehensive, dynamic website (Rojas). Each approach has its strengths

and weaknesses in terms of initial development effort and maintenance requirements. The proposals are due by July 4. The next step for the committee is to obtain feedback from potential users (e.g., academics, industry, and funding agencies) and acquire funding to develop and maintain this website. Keith Molenaar, CRC Exec Com, emphasized that maintenance of the website should be an important consideration in the planning phase.

The next telephone conference meeting is scheduled for the middle of July.

Aside: Keith Molenaar suggested that we look at the Community of Science website (<http://www.cos.com>) as we do not wish to duplicate a database that already exists. We might also obtain some additional ideas for the CRC website.