

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.