

CRC Marketing Committee Minutes
January 9, 2003
1:00 P.M – 1:45 P.M. CST
Telephone Conference Call

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

1. Enhancements to the current website (<http://www.constructioninst.org/directorates>). Reviewed current website and discussed modifications to improve its contents and appearance. Rojas and O'Brien will work on the overall appearance and consider changes to the "Purpose" statement to include examples where CRC research has made an impact on the construction industry. They will also modify the "Links" portion to include other CRC member universities. It was noted that "News and Events" should include events that have a longer shelf life (e.g., CRC biannual meetings, congresses, etc.). This will reduce the maintenance effort for the website. It was also noted that the "Committee Members" list should be updated (Jaselskis to contact Khalid El-Rayes) and "Get Involved" needs to be changed (Jaselskis to send new information to Soibelman).
2. Development of a dynamic database (construction research "clearinghouse"). This database would provide industry and construction researchers with searchable online database to identify experts in a given area. It could also promote issues related to the impact of construction research by CRC members on the industry. Rojas, PI, to prepare draft proposal for this database—co-PIs to include others on the CRC Marketing Committee. The Marketing Committee to discuss possible funding with NSF (Chema) and other organizations. Funding anticipated to be less than \$50,000.
3. Management of CRC website. Soibelman will act as focal point for all information that is added to the CRC website. He will then contact the Construction Institute for inclusion on their webpage.

It was agreed to have the above activities completed by February 28. The next meeting will be scheduled soon thereafter.