

CRC Marketing Committee Minutes
March 19, 2004
10:00-11:00 A.M. CST
Telephone Conference Call

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

- Enhancements to current website
 - 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.
 - Rojas compiled a list of CRC member universities and other affiliated organizations which will eventually be included in the website.
- Development of a dynamic database (construction research "clearinghouse").
 - Reviewed draft proposal prepared by Rojas titled, "A Virtual Community of Construction Scholars" (Rojas commended on a good job done).
 - Suggestions related to improve proposal
 - Include review of +/-'s of current databases that might be similar to our concept (e.g., COS)
 - Consider more generic software (e.g., Tool Kit with M.S. Access with Front Page)—proposal involves using proprietary software for use within the University of Washington.
 - Include funds to seed database with static information. It is still not determined how the dynamic information will be included (e.g., using a centralized approach or a decentralized approach placing the responsibility on each individual researcher).
 - Possible funding sources
 - Rojas to discuss proposal idea with Chema to obtain advice on how to include co-PIs and to determine possible interest in providing some funding.
 - Jaselskis to talk to Ellis about presenting this idea to the CI Board of Directors at their next meeting in May.
 - CII and FIATECH might also have an interest in supporting this construction research expert database.
- Next Meeting
 - April 29, 2004 from 3:30-4:30 P.M. CST. Jaselskis to set up.