# Aurora Communications Plan

**Aurora’s communication goals**

1. Disseminate research findings
2. Actively recruit and retain members
3. Advocate RWIS
4. Build Aurora’s credibility and reputation

## Communication needs by audience and goals

<table>
<thead>
<tr>
<th>Audience</th>
<th>Communication needs</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential members</td>
<td>- what Aurora does&lt;br&gt;- benefits of joining&lt;br&gt;- how to join&lt;br&gt;- contact information&lt;br&gt;- current research projects</td>
<td>- Recruit new members&lt;br&gt;- Disseminate research&lt;br&gt;- Advocate RWIS&lt;br&gt;- Build Aurora’s credibility</td>
</tr>
<tr>
<td>Policymakers (those who influence the budget)</td>
<td>- why Aurora projects are important&lt;br&gt;- benefits of being a member&lt;br&gt;- technology transfer&lt;br&gt;- past and current research projects</td>
<td>- Retain members&lt;br&gt;- Disseminate research&lt;br&gt;- Advocate RWIS&lt;br&gt;- Build Aurora’s credibility and influence</td>
</tr>
<tr>
<td>Industry</td>
<td>technology transfer: want to know where research is leading the industry (or vice versa)</td>
<td>- Disseminate research&lt;br&gt;- Build Aurora’s credibility</td>
</tr>
<tr>
<td>Members and associate members</td>
<td>- administrative info, such as forms or contact information&lt;br&gt;- research reports and technology transfer&lt;br&gt;- access to info for policy makers</td>
<td>- Disseminate research&lt;br&gt;- Retain members&lt;br&gt;- Advocate RWIS</td>
</tr>
<tr>
<td>Transportation providers and workers who implement the systems</td>
<td>technology transfer</td>
<td>- Disseminate research&lt;br&gt;- Advocate RWIS&lt;br&gt;- Build Aurora’s credibility</td>
</tr>
<tr>
<td>Other transportation agencies</td>
<td>technology transfer</td>
<td>- Disseminate research&lt;br&gt;- Advocate RWIS&lt;br&gt;- Build Aurora’s credibility</td>
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</tbody>
</table>
Communication pieces that address those goals

Disseminate research findings
- Technology transfer summaries
- Final reports—online (and print when needed)
- E-newsletter with links to reports
- Brief year-in-review report with project summaries
- Research information sent to TRIS database
- Research highlighted on Aurora and CTRE’s sites

Actively recruit and retain members
- Research products
- Brief year-in-review report
- Update brochure
- Monthly and biannual e-newsletter
- Website (show benefits to members and highlight research impact and RWIS importance)
- Revised promotional PowerPoint

 Advocate RWIS
- Why RWIS is important and potential of RWIS technology on website, in Aurora revised brochure and promotional PowerPoint
- Research products
- E-newsletter highlighting new information about RWIS
- Brief year-in-review report

Build Aurora’s credibility and reputation
- Update identity
- Design a cover and template for reports
- Research products
- E-newsletter with links to reports
- Brief year-in-review report
- Edit new website content

Projects with goals they meet

<table>
<thead>
<tr>
<th>Projects</th>
<th>Goals project meets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology transfer summaries (2-page)</td>
<td>▪ Disseminate research</td>
</tr>
<tr>
<td></td>
<td>▪ Recruit and retain members</td>
</tr>
<tr>
<td></td>
<td>▪ Advocate RWIS</td>
</tr>
<tr>
<td>E-newsletter (internal and external)</td>
<td>▪ Disseminate research</td>
</tr>
<tr>
<td></td>
<td>▪ Recruit and retain members</td>
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<td>▪ Advocate RWIS</td>
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<tr>
<td></td>
<td>▪ Build credibility and reputation</td>
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<tr>
<td>Projects</td>
<td>Frequency</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Technology transfer summaries (2-page)</td>
<td>ongoing</td>
</tr>
<tr>
<td>E-newsletter (internal and external)</td>
<td>ongoing</td>
</tr>
<tr>
<td>Editing new website content</td>
<td>ongoing</td>
</tr>
<tr>
<td>E-publishing reports</td>
<td>ongoing</td>
</tr>
<tr>
<td>Sending research to TRIS database</td>
<td>ongoing</td>
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</tbody>
</table>

**Total proposed communication projects**
<table>
<thead>
<tr>
<th>Task</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief year-in-review report</td>
<td>ongoing</td>
</tr>
<tr>
<td>Design e-newsletter</td>
<td>one-time</td>
</tr>
<tr>
<td>Updating PowerPoint presentation</td>
<td>one-time</td>
</tr>
<tr>
<td>Updating Aurora brochure, logo, and letterhead</td>
<td>one-time</td>
</tr>
<tr>
<td>Designing report covers, style, and template</td>
<td>one-time</td>
</tr>
</tbody>
</table>

**Project benefits**

**Ongoing**

Technology transfer summaries
- disseminate easily in a variety of venues
- quickly explain the essence of the research problem and solution
- show the benefits of the research
- tell how close to implementation the project is

Sending e-newsletters
- communicate with a variety of audiences inexpensively
- can be used for internal and external purposes
- lend credibility to the program

Edit and create website content to
- ensure each audience finds information it needs
- increase site’s effectiveness and usefulness
- increase professionalism

Format reports to
- create consistency through Aurora projects
- increase professionalism and credibility

Send research information to the TRIS database to
- give thousands of people access to your research
- increase credibility and influence

Year-in-review reports
- allow you to highlight all the research you’re doing
- give benefit summaries all in one place in a format that draws readers
- provide another venue for the technology transfer summaries
- show why Aurora’s important
- easy to disseminate
**One-time**

Design e-newsletter to

- lend credibility to Aurora
- catch reader’s attention
- update visual identity

Update visual identity (brochure, logo, and letterhead) to

- enhance credibility and professionalism
- align image with cutting-edge research being conducted

Update PowerPoint presentation to

- increase professionalism
- increase effectiveness

Designing report covers, style, and template will

- ensure consistency and unified look throughout Aurora
- increase professionalism
- improve efficiency

**Other suggestions for communicating research**

1. Developing how-to manuals or handbooks from the research findings is a powerful way to get your research in the hands of the people who need it. Manuals and handbooks would also increase Aurora’s credibility and reputation and be a great way to show Aurora’s impact. These would need to be proposed as separate projects, though, because of their expense.

   The price of each handbook or manual would vary depending on size, number printed, and writing and editing time. Example: A 150-page traffic engineering handbook with several illustrations cost $5,145.

2. Getting reports professionally edited would increase Aurora’s professionalism and improve its credibility and should be built into the cost of the project.

   We estimate the typical report would cost around $500. This includes copyediting, formatting, and conforming to the Aurora style.