

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

Audience	Communication needs	Goals
Potential members	<ul style="list-style-type: none"> ▪ what Aurora does ▪ benefits of joining ▪ how to join ▪ contact information ▪ current research projects 	<ul style="list-style-type: none"> ▪ Recruit new members ▪ Disseminate research ▪ Advocate RWIS ▪ Build Aurora’s credibility
Policymakers (those who influence the budget)	<ul style="list-style-type: none"> ▪ why Aurora projects are important ▪ benefits of being a member ▪ technology transfer ▪ past and current research projects 	<ul style="list-style-type: none"> ▪ Retain members ▪ Disseminate research ▪ Advocate RWIS ▪ Build Aurora’s credibility and influence
Industry	technology transfer: want to know where research is leading the industry (or vice versa)	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Build Aurora’s credibility
Members and associate members	<ul style="list-style-type: none"> ▪ administrative info, such as forms or contact information ▪ research reports and technology transfer ▪ access to info for policy makers 	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Retain members ▪ Advocate RWIS
Transportation providers and workers who implement the systems	technology transfer	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Advocate RWIS ▪ Build Aurora’s credibility
Other transportation agencies	technology transfer	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Advocate RWIS ▪ Build Aurora’s credibility

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

Projects	Goals project meets
Technology transfer summaries (2-page)	<ul style="list-style-type: none">▪ Disseminate research▪ Recruit and retain members▪ Advocate RWIS
E-newsletter (internal and external)	<ul style="list-style-type: none">▪ Disseminate research▪ Recruit and retain members▪ Advocate RWIS▪ Build credibility and reputation

Editing new website content	<ul style="list-style-type: none"> ▪ Recruit and retain members ▪ Advocate RWIS ▪ Build credibility and reputation
E-publishing reports	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Recruit and retain members ▪ Advocate RWIS ▪ Build reputation and credibility
Sending research to TRIS database	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Recruit and retain members ▪ Advocate RWIS ▪ Build reputation and credibility
Brief year-in-review report	<ul style="list-style-type: none"> ▪ Disseminate research ▪ Recruit and retain members ▪ Advocate RWIS ▪ Build reputation and credibility
Design e-newsletter	Build reputation and credibility
Updating PowerPoint presentation	<ul style="list-style-type: none"> ▪ Recruit and retain members ▪ Advocate RWIS ▪ Build reputation and credibility
Updating Aurora brochure, logo, and letterhead	<ul style="list-style-type: none"> ▪ Recruit and retain members ▪ Advocate RWIS ▪ Build reputation and credibility
Designing report covers, style, and template	Build reputation and credibility

Total proposed communication projects

Projects

Frequency

Technology transfer summaries (2-page)	ongoing
E-newsletter (internal and external)	ongoing
Editing new website content	ongoing
E-publishing reports	ongoing
Sending research to TRIS database	ongoing

Brief year-in-review report	ongoing
Design e-newsletter	one-time
Updating PowerPoint presentation	one-time
Updating Aurora brochure, logo, and letterhead	one-time
Designing report covers, style, and template	one-time

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.