

APPENDIX C: INITIAL MEETING AGENDA SUGGESTIONS

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AGENDA



Initial **Technology Name** Lead States Team (LST) Meeting

Location
Address
City, State
Dates

Day One, **Date**; 1:00 P.M. to 5:00 P.M.

Lead

Task Assignment

- Welcome LST Chair and Host
- Self Introductions (including experience with technology) All
- Agenda Review and Goals of the Meeting LST Chair or AASHTO Program Manager
- Overview of the LST Guidebook and QA about the Process AASHTO Program Manager
- TIG Liaison Perspective on the Technology and LST Tasks TIG Liaison

Develop Market Analysis (Chapter 3 and appendix E of the lead states team guidebook.)

- Assign an LST member to draft each Market Analysis paragraph. LST Chair
- Discussions led by each LST member. (Suggest limiting discussions to no more than 15 minutes.)
 - Defining the Need for and Benefits Provided by the Technology LST Member
 - Identifying Broad Target Audiences LST Member
 - Identifying Decision Makers LST Member
 - Information Needed by Decision Makers LST Member
 - Identifying Perceived and Actual Barriers to Implementation LST Member
 - Identifying Existing Marketing Opportunities LST Member
 - Identifying LST Partners LST Member
- Individual work time to prepare draft paragraphs, based on discussions. Provide drafts to LST Chair to compile into a first draft Market Analysis document. (Suggest 30 minutes)
- Review of draft document by full LST, revision as needed, and approval for submission to the AASHTO TIG Executive Committee LST Chair

If time permits, proceed to items on the day two agenda.

Adjourn for the Evening

Optional Pre-Meeting Light Breakfast

Day Two, Date; 8:00 A.M. to 5:00 P.M.

Lead

Develop Marketing Plan (Chapter 3 and appendices D and F of the lead states team guidebook.)

- Select Marketing Methods LST Chair
 - Rank probable effectiveness of marketing methods and tools. (Consideration should include but is not limited to the methods described in appendix D of the lead states team guidebook.)
 - Compare tentative list of marketing methods to the list of broad target audiences. (Are all audiences adequately addressed using one or more methods?)
 - Compare tentative list of marketing methods to the list of target decision makers. (Do selected marketing methods adequately communicate to all decision makers?)
 - Prioritize perceived and actual barriers to implementation.
 - Prioritize existing marketing opportunities.
 - Compare tentative list of marketing methods to prioritized lists of barriers and opportunities. (Are prioritized barriers adequately addressed by one or more marketing methods, and have marketing methods been selected to take best advantage of existing marketing opportunities?)

- Determine the Message LST Chair
 - Review information that was gathered while defining the need for the technology. Determine how each need or benefit can best be communicated, and which marketing methods should emphasize or include each need or benefit.
 - Review list of information needed by decision makers. (Assign each information item to each marketing method where it should be part of the message.)
 - Review prioritized barriers and opportunities. (Attempt to address every prioritized barrier and opportunity with factual information and assign information items to appropriate marketing methods.)
 - Review list of partners. Determine how each partner can best assist with the need and marketing methods.

- Determine the Marketing Activities LST Chair
 - Brainstorm potential marketing activities considering the market analysis, the prioritized barriers and opportunities, the potential marketing methods/tools, and the intended message.
 - Prioritize and select potential marketing activities.
 - Develop the goal and scope of each selected marketing activity.
 - For each selected activity, determine promotional tools and information distribution methods.
 - Decide which LST member will coordinate each selected activity.
 - Show each selected activity as a task in the work plan section of the Marketing Plan. Clearly state the goal and scope of each activity, including planned promotional tools and information distribution methods. Provide adequate detail to substantiate the associated cost estimate in the budget. The last task should be the closeout report. Identify the coordinator for each task.

- Schedule the Marketing Activities LST Chair
 - Determine the length of time required for each task and the relative timeline among tasks for the duration of your LST's activities.
 - Place each task in chronological order on the Activity Schedule in the Marketing Plan. A rearrangement of tasks may be required to achieve an appropriate chronological order of tasks. Consider audience and message priorities and continuity when scheduling.

- Prepare the Budget LST Chair
 - Estimate expenditures to accomplish each task. Separately tabulate expenses for which the AASHTO TIG will be invoiced and those that the lead states or other organizations will cover. The final step in the budgeting process is to determine the individual fiscal year budgets by assigning each task's budget or portions of each task's budget to the AASHTO fiscal year into which the activities are planned to occur.

- Develop the Communications Plan LST Chair
 - Develop the communications plan by completing the table of information shown in the Marketing Plan template, appendix F of the lead states team guidebook. Show the offices to be contacted within large organizations. For example, under the category of all AASHTO member agencies, show the offices to be contacted, such as the chief engineers, the state bridge engineers, the state materials engineers, etc.

- Develop the Performance Measurement Plan LST Chair
 - Select the means by which the LST plans to determine the degree of success achieved at the end of planned activities by completing the table of information shown in the Marketing Plan template, appendix F of the lead states team guidebook.

Assemble the Marketing Plan

- Assign LST members to prepare each section of the Marketing Plan in final form. LST Chair
- Individual work time to prepare draft sections of the plan, based on discussions. Provide drafts to LST Chair to compile into a first draft Market Plan document. All
- Full LST review, revision, and approval of the proposed Marketing Plan to be submitted to the AASTHO TIG Executive Committee. LST Chair

Travel Claim Submittal Guidance AASHTO Program Manager

Adjourn