Collaboration

It Takes a Committee+...

- Communications and Marketing Committee
  - Jeff Saddler, Chair
  - Mark Chaput, Vice-Chair
  - Brunet-García, Contractor (Kim Vermillion, Strategic Lead; Chad Villarroel, Account Coordinator)
  - Commitment: Monthly committee calls and occasional review of materials by email

- Work in tandem with other committees and the EB
  - Monthly Executive Board calls
  - Weekly LMS calls

- Coordination with AASHTO and HEI
  - Support of new course launches and promotions
  - Coordination and development of cross-platform functionality (TC3 website, app, LMS)
Communications Tools

Raising TC3 Awareness and Participation

• TC3 app launched in 2014
  – Available for Apple and Android devices
  – Regularly used for updates, announcements, promotions

• New website and new LMS launched August 2015

• Internal communications
  – E-Newsletters and promotions sent to targeted list of more than 1800 subscribers
  – Content updates to the website, app

• External communications
  – AASHTO Bookstore
  – Roads & Bridges
  – Direct e-mail outreach

• Development of 2016 Strategic Plan
  – Includes tools for increasing state participation, state sharing, volunteers, and SMEs
  – Includes tactics for raising awareness among public and private sector
Technology Tools
TC3 Website and Mobile App
Technology Tools
Perfectly Paired with TC3 LMS
TC3 Goals

Outline of 2015 Marketing Goals

1) Deliver direct, ongoing communication to current TC3 users.
2) Increase volunteer participation.
3) Increase state sharing.
4) Increase state champions.
5) Increase number of states supporting TC3.
6) Increase TC3 partnerships.
7) Promote launch of the new LMS rollout summer 2015, focusing on the transition of current users of the NHI platform.
8) Increase awareness among nonusers.
9) Promote TC3 courses to private industry beginning 6 weeks after LMS launch.
Goal #1
Communication to Current TC3 Users

- TC3-branded emails and electronic newsletters sent through Campaign Monitor
- Website news updates and banners
- Mobile app updates and push notifications
- Promotions through AASHTO tools
  - Bookstore emails
  - AASHTO website and bookstore banners
  - “Featured Item” on home page
  - Links from bookstore landing page
  - Bookstore catalog ad
Campaign Monitor

TC3-Branded Emails and eNewsletters

Try Two TC3 Courses Through April 2016

Earth Materials as Earth Materials

TC3 Annual Meeting Overview

MARCH 2016

2016 TC3 ANNUAL MEETING

April 10-13, 2016
Columbus, Ohio
DoubleTree Columbus Downtown

April 10-13, 2016, TC3 will host its 3rd Annual Meeting at the DoubleTree hotel in Downtown Columbus, Ohio. The TC3 is excited to share with members and representatives the growth and success we experienced in 2015. From launching our own IES in August to seeing registration

If you have trouble reading the email, please visit here.

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AASHTO Tools

Reaching the DOT Masses

ONLINE TRAINING RESOURCES FOR THE TECHNICAL WORKFORCE

- 24/7 Training for Construction, Maintenance, Materials Front-Line Workers
- More Than 100 Courses
- Free Training for Contributing States

Download the free TC3 mobile app to stay in the know!

Leaning Management System

tc3.transportation.org

WEBSITE

tc3.transportation.org
Goal #2
Increasing Volunteer Participation

- Flyer of volunteer responsibilities and monthly commitment with committee chair contact info
- Website page of volunteer responsibilities and monthly commitment with committee chair contact info
- Volunteer spotlight in e-newsletters
- Area of opportunity
Goal #3

Increasing State Sharing

• Promotion through website, flyers, emails/e-newsletters, etc.
• In 2014, 10 states had implemented the courses onto their own LMS.
• Currently, there are 21 participating states plus NDSU.
Goal #4
Increasing State Champions

“State champions” help get the message out:

• Promote TC3 internally, to your peers and management.
• Encourage your agency to contribute financially.
• Solicit new course ideas from your organization.
• Recruit SMEs from your organization.
Goal #4

Increasing State Champions

• Keith Platte and AASHTO leading recruiting efforts among states, committees, and AASHTO regions
• Continuing to promote the need for state champions in various marketing materials and presentations
• Area of opportunity
Goal #5
Increasing Number of States Supporting TC3

- Continuing to promote the benefits of contributing in various marketing materials and presentations
- Prior to adoption by AASHTO, state support ranged in low teens
- FY 2014: 26 states supported TC3
- FY 2015: 31 states supported TC3
- As of 3/16/16: 30 states have supported TC3
- Areas of opportunity: Pacific Northwest, Northeast
Get Involved!

Know a Decision Maker in a Noncontributing State?

2015-2016 CONTRIBUTING STATES

= Contributing States
Goal #6

Increasing TC3 Partnerships

• Largely spearheaded by Mark Chaput with assistance from Keith Platte, AASHTO
• Ongoing efforts to work with new industry partners as well as other AASHTO subcommittees, LTAP/TTAP, and academia
Goal #7
Promoting Launch of New LMS; Transition of Current Users

- Launch completed August 2015
- Corresponded to launch of completely new TC3 website
- Created registration/enrollment flyer for first-time TC3 LMS users
- Implementing new/revised course email promotion to registered TC3 LMS users
- Course participation numbers increasing each month
- Working on SEO solutions to drive up organic search results
Goal #8
Increasing Awareness Among Nonusers

- Drafted executive summary for Bud Wright, AASHTO Executive Director, to share with his board
- Continued promotion through AASHTO tools, which reach all of AASHTO’s audiences
- Roads & Bridges:
  - Reach (2015): 62,357 qualified subscribers
    - 42% contractors and producers (26.3k)
    - 22% consulting engineers (13.6k)
  - Tools: Storefront, TC3-branded emails, e-Newsletters, “Product Spotlight”
  - Lead generation
Goal #9
Promoting TC3 Courses to Private Industry

- Road & Bridges storefront launched October 2015
- Customized email (6,000+ custom contacts):
  - Branded to look like TC3 with a specific TC3 message or promotions
  - Sent 2 of 4
- eNewsletter (50,000+ distribution):
  - TC3 is sole focus
  - Shares information from our storefront
  - Sent 1 of 2
  - Using the second in May to promote private industry subscriptions
- Product Spotlight (50,000+ distribution):
  - Highlights TC3’s “product” of choice; links back to our storefront
  - TC3 is part of a grid of products featuring 12 – 20 storefronts total
  - Sent 1 of 3
- First 3 R&B distributions captured 182 leads—added to Campaign Monitor (40% open and click rates; 0 unsubscribes)
Roads & Bridges
TC3-Branded Email & eNewsletter
Other Support
BG Role in the Overall Council

In addition to spearheading the marketing and communications effort:

- Meeting facilitation and support:
  - December 2015 strategic planning session
  - Administrative functions on EB calls and Communications and Marketing Committee calls
  - Participation in annual meeting planning, facilitation, materials
  - Draft reports, e.g., for the SCOH triennial review

- Committee documents:
  - Update and layout of strategic plan, operations guide, bylaws

Thank you for letting us partner with you!
Other Support

TC3 Committee Documents

TC3 Operations Guide

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TCB Bulletin, April 9, 2016
GET INVOLVED
Help us get the message out:

- Does your state currently promote the TC3 courses?
- How can we get the information we are promoting out through state channels?
- Is it possible to link the TC3 LMS to your state’s intranet?
- How can we increase volunteer participation:
  - As subject matter experts (SMEs)
  - In committee work
- How can we promote support among noncontributing states?
- Are there other tools or messages we can use to support any of our nine marketing goals?
Thank you!