



it's your move!

Communications

Executive Committee Meeting

Chicago, Illinois

September 11, 2007

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National CP Tech Center



Communications Plan

- Publications (technical notes, reports, manuals, etc.)
- E-newsletter (September 2007)
- Directories, e-lists
- Calendar of events (meetings, workshops, etc.)
- General information
- Marketing (“call to action”)



Website

- Provides access to communications and marketing products
- Provides access to project management system (“central nervous system of CP Road Map”) as well

One back-end database behind the website



e.g., Website Calendar

Database

Proj mgmt system

Project task schedules

Trk 1 " " "

Trk 2 " " "

Trk 3 " " "

Etc.

Communications

Workshops

E. C. meetings

TRB Road Map session



Accomplished to Date

- Website design
- Marketing plan
- Initial marketing tools (brochure, web)
- Directories





Website

www.cproadmap.org/index.cfm



Additional Functionality

- Project management functions
- Collaboration functions



Feedback

