Communications

Executive Committee Meeting
Chicago, Illinois
September 11, 2007

Marcia Brink
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
    - Etc.
Accomplished to Date

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

www.croadmap.org/index.cfm
Additional Functionality

- Project management functions
- Collaboration functions
Feedback