

161412-1



Strategic Research PROGRAM



Marketing TTI Expertise through TTI-Sponsored
Workshops and Webinars

October 2014



1. Report No. TTI/SRP/14/161412-1		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle MARKETING TTI EXPERTISE THROUGH TTI-SPONSORED WORKSHOPS AND WEBINARS				5. Report Date October 2014	
				6. Performing Organization Code	
7. Author(s) Terri Parker, PI, assisted by Jon Epps, Debbie Murillo, Stacy Schnettler, Richard Cole, Mary Cearley and Michelle Williams				8. Performing Organization Report No. Report 161412-1	
9. Performing Organization Name and Address Texas A&M Transportation Institute Texas A&M University System College Station, Texas 77843-3135				10. Work Unit No. (TRAIS)	
				11. Contract or Grant No. 10727	
12. Sponsoring Agency Name and Address Texas A&M Transportation Institute Texas A&M University System College Station, Texas 77843-3135				13. Type of Report and Period Covered	
				14. Sponsoring Agency Code	
15. Supplementary Notes Supported by funds from the State of Texas. Project Title: Marketing TTI Pavements and Materials Expertise Through TTI-Sponsored Seminars					
16. Abstract Although experts in some of the Texas A&M Transportation Institute's (TTI's) divisions and programs are involved in instructor-led and web-based training for various research sponsors, the Institute does not currently sponsor these types of technology transfer activities. TTI has the technical expertise and research support services necessary to develop and implement a technology transfer program in the form of a face-to-face workshop or webinar. The project team developed and implemented a pilot TTI-sponsored face-to-face workshop to determine if this approach is a viable option for TTI to market its expertise and research technologies to new potential markets, such as local governments, industry, consultants, and state departments of transportation outside of Texas. The project team also will develop the internal infrastructure and support services required for TTI experts to produce and deliver webinars in a variety of research expertise areas. The purpose of this project is to promote TTI's expertise and help diversify the TTI research portfolio, which is Goal 1.1 of the TTI Strategic Plan (2013–2016).					
17. Key Words In-place Pavement Recycling, Cold In-place Recycling, Full-depth Reclamation, Hot in-place Recycling, CIR, FDR, HIR, Webinar, Technology Transfer, Web-based Training, Workshop			18. Distribution Statement No restrictions. This document is available to the public through NTIS: National Technical Information Service Alexandria, Virginia 22312		
19. Security Classif.(of this report) Unclassified		20. Security Classif.(of this page) Unclassified		21. No. of Pages 19	22. Price

Marketing TTI Expertise through TTI-Sponsored Workshops and Webinars

by

Terri Parker

Marketing and Communications Division Head
Texas A&M Transportation Institute

Jon Epps

Executive Associate Director
Texas A&M Transportation Institute

Debbie Murillo

Research Publications Designer
Texas A&M Transportation Institute

Stacy Schnettler

Graphics Designer
Texas A&M Transportation Institute

Richard Cole

Director of Communications
Texas A&M Transportation Institute

Mary Cearley

Director of Administration
Texas A&M Transportation Institute

and

Michelle Williams

Business Administrator II
Texas A&M Transportation Institute

Strategic Research Program

Final Report

Project Number 161412-1

Texas A&M Transportation Institute
College Station, Texas 77843-3135

October 2014

DISCLAIMER

The contents of this report reflect the views of the authors, who are responsible for the facts and the accuracy of the information presented herein. Mention of trade names or commercial products does not constitute endorsement or recommendation for use.

ACKNOWLEDGMENT

The authors recognize that support for this research was provided by the State of Texas.

TABLE OF CONTENTS

List of Figures and Tables	vi
Executive Summary	1
Part 1: TTI-Sponsored Face-to-Face Workshop	2
Need for the Workshop.....	2
Workshop Methodology	3
Workshop Schedule	4
Conference and Workshop Marketing.....	4
Workshop Results	5
Lessons Learned	7
Next Steps	7
Part 2: Development of Webinar/Web Conferencing Infrastructure at TTI	8
Webinar/Web Conferencing Services Staff Survey.....	8
Webinar/Web Conferencing Technology Analysis	9
Webinar/Web Conferencing Pilot Projects.....	10
Webinar/Web Conferencing System Purchase	11
Webinar/Web Conferencing Coordination	12
Next Steps	13

LIST OF FIGURES AND TABLES

Figure 1. TTI-Developed Conference/Workshop Flier.**Error! Bookmark not defined.**

Table 1. Webcam/Headset Assignments..... 12

EXECUTIVE SUMMARY

A noticeable trend in requests for proposals from national transportation organizations, such as the Federal Highway Administration (FHWA), is an a growing increase in the number of research deliverables in the form of technology transfer deployment and marketing of proven, market-ready pavements and materials technologies. The Texas A&M Transportation Institute (TTI) has the expertise and capability to deliver these services through face-to-face instructor-led training and webinars. However, TTI rarely conducts TTI-sponsored seminars, workshops, or webinars on any research topic.

Although experts in some of TTI's divisions and programs are involved in instructor-led and web-based training for various research sponsors, the Institute does not currently sponsor these types of technology transfer activities for marketing purposes. TTI has the technical expertise and research support services necessary to develop and implement a technology transfer program in the form of a face-to-face seminar, workshop, or webinar.

In the first part of the project, the project team developed and implemented a pilot TTI-sponsored face-to-face workshop in the pavements and materials area to determine if this approach is a viable option for TTI to market its expertise and research technologies to new potential markets, such as local governments, industry, consultants, and state departments of transportation (DOTs) outside of Texas.

In the second part of the project, the project team surveyed the TTI staff to determine overall interest in having webinar/web conferencing services available at TTI. In response to the overwhelming interest in and support for the services, the project team researched and analyzed webinar systems; selected, pilot tested, and purchased a system; and developed the internal infrastructure and support services needed for TTI experts to produce and deliver webinars.

PART 1: TTI-SPONSORED FACE-TO-FACE WORKSHOP

TTI sponsored a four-hour workshop session at the annual regional Conference on In-Place Pavement Recycling in Denver, Colorado, on August 7, 2014. The title of the workshop was: “Revitalizing In-Place Pavement Recycling Technologies—Gaps, Barriers and a Path Forward.”

This portion of the project was implemented to determine if conference leadership and face-to-face, instructor-led training is a viable option for TTI to market its expertise to new potential markets to help diversify the TTI research portfolio. TTI was a sponsor of the conference along with FHWA, Asphalt Recycling and Reclaiming Association, National Center for Pavement Preservation, and Colorado DOT. The annual conference has been in place for seven years, and 2014 was the first year that TTI has joined as a sponsor.

The purpose of the TTI workshop was to promote TTI’s expertise and interest in in-place pavement recycling technology and research; to provide a forum for current knowledge in the field; to identify barriers to implementing in-place pavement recycling methods; and to identify research needs for advancing in-place pavement recycling. The project team, led by Dr. Jon Epps, executive associate director of TTI, developed the workshop agenda, secured the speakers, and assisted in marketing the overall conference and TTI workshop. Leaders of the other conference sponsor organizations and industry also assisted in the development of the TTI workshop agenda.

The first two days of the conference (August 5–6, 2014) provided a summary of the present state-of-the-practice for in-place pavement recycling technologies. Based on this foundation, and the collective knowledge of the participants, most of the third day of the conference was devoted to the TTI workshop to identify gaps in knowledge and barriers associated with the use of in-place pavement recycling technologies.

Need for the Workshop

Various forms of in-place pavement recycling have been used to rehabilitate and maintain pavements in the United States since the 1930s. The oil embargo of the 1970s created a financial climate, an energy shortage, and high pavement binder costs that stimulated the use of and development of in-place recycling. New binder materials, construction equipment, construction operations, mixture design, quality control/quality assurance techniques, and specifications were rapidly developed in the 1970s and early 1980s that improved in-place recycling techniques. Additionally, equipment manufacturers have continued to improve their equipment to upgrade and include new technologies in the process.

Since the 1980s, incremental improvements have been made in the in-place recycling technology area. However, the use of in-place recycling alternatives for rehabilitation and maintenance of our highway and road systems has not increased substantially. In specific public agencies, in-place recycling has declined in use.

In-place recycling and reclaiming, consisting of cold in-place recycling (CIR), full depth reclamation (FDR) and hot in-place recycling (HIR) are used in a number of regions of North America. Regional use appears to be associated with industry’s physical location and marketing,

as well as public agency acceptance. As public agency officials and industry change, so does the general acceptance of in-place recycling. The benefits of the various forms of in-place recycling need to be based on their proven economic, engineering, and environmental advantages in the various climate regions of North America.

Definitions for the various forms of in-place recycling are different in various parts of the world. Below are the definitions researchers used for the workshop, which defined the three breakout sessions conducted at the workshop:

- **CIR or partial depth CIR** – partial depth pulverization (2 to 5 inches) of the asphalt bound layers in a pavement, addition of a recycling agent (typically an asphalt emulsion or foamed asphalt), mixing of the recycling agent and pulverized/sized material, laydown, and compaction. Cold central plant recycling, where existing stockpiles of recycled materials are mixed in a stationary recycling unit or a central plant pugmill, is often combined with CIR and referred to as cold recycling. The only difference is that the materials are processed off-site rather than on the road.
- **FDR (CIR-full depth)** – pulverization of the asphalt bound layers (6 to 12 inches) of the pavement and a portion of the granular base course, with or without the addition of a stabilizer (portland cement, lime, asphalt emulsion, foamed asphalt), spreading, and compaction.
- There are three types of **HIR**, as follows:
 - **HIR - surface recycling** – softening of the asphalt bound surface through heating and scarified (1 to 2 inches) with tines or a milling head. The scarified material is mixed with a rejuvenating agent, placed with standard hot mix asphalt (HMA) paver, and compacted.
 - **HIR - remixing** – similar to surface recycling, except the scarified/milled material is mixed with a pugmill or mixing drum with new HMA (typically 18 percent to 23 percent) or aggregate, if desired, and placed as one layer.
 - **HIR - repaving** – similar to surface recycling; however, a lift of HMA is placed directly on top of the loose surface recycled material and compacted simultaneously as one layer.

Workshop Methodology

The methodology for the workshop was as follows:

- **Provide a forum** for public agencies (federal, state, local government); industry (equipment manufacturers, material producers, contractors); engineering consultants; and academic/research agencies to discuss in-place recycling.
- **Assess what we know today** (current state-of-the-knowledge) and **identify gaps in knowledge** for each form of in-placed recycling:
 - **Project selection** – including evaluation of existing conditions of candidate projects (visual condition survey, falling weight deflectometer, ground penetrating radar, geometrics, drainage, etc.)
 - **Mixture design** – including assessment of in-place materials, selection of virgin binders, and evaluation of the need for new aggregates, binders, and mixtures.

- **Structural design** – including support contributed from existing structure and load carrying capability of in-placed recycled material.
- **Specifications** – including materials selection; mixture design; equipment requirements; construction operations (cure time, traffic control, etc.); quality control/quality assurance; acceptance; warranties; measurement; and payment.
- **Construction equipment and operations.**
- **Performance** – including life cycles for typical forms of in-place recycling.
- **Life cycle costs** – including first costs, life cycles, and maintenance requirements.
- **Life cycle assessment** – including energy conservation, emission reduction, natural resources conservation, and costs.
- **Extent of use** and typical uses of in-place recycling.
- Opportunities to **reduce time** of construction.
- **Identify barriers** as viewed by public agencies, the driving public and industry, and provide information to overcome **barriers** to the implementation of in-place recycling.
- **Summarize discussions** during the workshop.
- **Identify research, development, and implementation needs**, including a research needs statement and references to current literature on the subject.

Workshop Schedule

The schedule for the workshop was:

10:30–10:45 a.m.	Workshop Briefing
10:45 a.m.–Noon	Three Breakout Sessions (CIR, FDR, HIR) Definition of Process (15 minutes) State-of-Knowledge and Gaps in Knowledge (60 minutes)
Noon–12:30 p.m.	Lunch Break
12:30 p.m.–1:45 p.m.	Breakout Sessions Continued (CIR, FDR, HIR) Barriers (15 minutes) Needs-Research, Development, and Implementation (60 minutes)
1:45 p.m.–2:15 p.m.	Break to return to General Session
2:15 p.m.–2:45 p.m.	Reports from Three Breakout Groups (30 minutes)

Conference and Workshop Marketing

The TTI project team participated in marketing the overall conference and TTI workshop by printing 1,500 save-the-date cards for the conference planners to distribute at industry meetings and events and to send electronically to their professional organizations and contacts. TTI also designed and developed a professional, electronic one-page flier about the conference () and workshop targeted to international conference participants and promoting Denver, Colorado, the conference location.

TTI's Conferences and Events Management Team developed a web page for the conference and workshop and promoted it on TTI's Conferences and Events web page, which reached new audiences for the conference.

**2014 International and Western States
In-Place Recycling Conference**
August 5-7, 2014
Denver, Colorado, USA

Register Today at:
www.pavementpreservation.org/conferences/regional-in-place-recycling-conferences/2014-place-recycling-conference/

DENVER, COLORADO
August 5-7, 2014

Meet your colleagues in the city of purple mountain majesties to collaborate with leading asphalt pavement experts to identify technical gaps, implementation barriers and the road to revitalizing in-place recycling technologies.

- **Join this prestigious forum** especially designed for domestic and international public agencies, industry, engineering consultants, and academic/research agencies to discuss the status of in-place recycling.
- **Experience what we know today** for each form of in-place recycling, including project selection, mixture and structural design, performance, life cycle costs/benefits and firsthand knowledge through conference field trips.
- **Develop a vision for the future** to overcome barriers in the implementation of in-place recycling technologies to achieve wider use and acceptance throughout the world.

Location: Crowne Plaza Denver International Airport Hotel

U.S. Department of Transportation Federal Highway Administration

Texas A&M Transportation Institute

ARRA

ncpp National Center for Pavement Preservation

EGDT COLORADO Department of Transportation

Figure 1. TTI-Developed Conference/Workshop Flier.

Workshop Results

The results of the workshop are the beginning of a path forward that will help achieve wider acceptance and use of pavement rehabilitation/maintenance techniques. The participant response to the workshop also provides some early indications that TTI-sponsored workshops are valid ways to help market TTI expertise and diversify the TTI research portfolio.

Increased overall participation – Of the seven years that the regional Conference on In-Place Pavement Recycling has taken place, the 2014 conference, in which TTI participated as a sponsor and conducted the workshop, was the most successful to date, with 180 registrants—the largest in the history of the conference. (The previous attendance record was 144.) International participants were also present from Canada, China, Czech Republic, and Peru.

About 130 of the conference registrants stayed for the TTI workshop on the last day of the conference. The workshop breakout sessions numbered 60 for the CIP breakout session; 40 for the FDR breakout session; and 30 for the HIP breakout session.

More US states represented – Even more impressive was that representatives from 17 state DOTs participated in the conference and workshop, as follows: Alaska, Arizona, California, Colorado, Georgia, Florida, Idaho, Kansas, Minnesota, Montana, New Mexico, Oregon, South Dakota, Texas, Utah, Washington, and Wisconsin. This was up significantly from previous years when representatives from only three or four states were common. This broad representation was extremely helpful in determining barriers to advancing in-place recycling technologies and research and implementation needs from a wide variety of participants’ perspectives that were from different climate regions of the United States.

Positive workshop evaluations – Of the 130 participants, 74 returned workshop evaluation cards that were distributed at the meeting. Below are the evaluation questions and a brief summary of the results:

- **How valuable was this workshop?**
 - 50 responded “very valuable.”
 - 10 responded “somewhat valuable.”
 - 14 did not answer this question.
- **In your opinion, what are the three most significant barriers to overcome in advancing in-place recycling technologies?**
 - Education/training/marketing (re-branding) of the technologies.
 - Need for consistent specifications/project selection guidelines/performance measures.
 - Fear of failure/risk/lack of understanding about new advancements.
- **In your opinion, what are the three most important in-place recycling research or implementation needs identified through this workshop?**
 - Life cycle cost analysis data.
 - Education/training/marketing (re-branding) of the technologies.
 - Need for consistent specifications/project selection guidelines/performance measures.
- **Did you have time in the workshop to express your opinions?**
 - 60 responded yes.
 - 2 responded no.
 - 12 did not answer this question.
- **Would you participate in a follow-up workshop to provide more detail?**
 - 59 responded yes.
 - 15 did not answer this question.

Summary Reports – Summary reports were prepared by the note-takers of each of the workshop breakout sessions. The notes included the participants’ views of the state of the

knowledge of in-place pavement recycling technologies, identified and prioritized gaps and barriers, and began a discussion of scoping research and implementation needs.

Research Proposal Submitted – As a result of the information shared during the planning of the workshop, TTI teamed with Oklahoma State University and several industry partners to respond to a request for proposal from FHWA on in-place pavement recycling technologies. The proposal for this \$250,000 project was submitted in July 2014 and a decision on the organization that is awarded the project is expected in October 2014.

Lessons Learned

A primary lesson learned in the development of the TTI-sponsored workshop, held as part of a long-standing annual conference with four other long-time sponsors, was the challenge of meeting the needs of the other sponsors, while introducing a new element into a conference that has followed a similar agenda and focus for a number of years.

TTI initially offered to take the lead in managing the entire conference event, including hotel arrangements, exhibits, and sponsorships, as the original intention of this project was to provide the complete package of what TTI has to offer in the area of organizing and implementing a TTI-sponsored face-to-face conference and workshop for marketing and research diversification purposes. However, the conference planning team was not willing to take this new approach, and the TTI project team recognized the need to scale back its efforts into a one-day workshop within the conference to satisfy all of the sponsors. This approach proved to be beneficial to TTI and the other conference sponsors, as it resulted in broader participation and positive results.

Next Steps

With less than two months since the workshop was conducted, some additional steps are underway as follow up to the workshop, as follows:

- **Preparation of research needs statements** – research needs statements will be drafted based on the knowledge gained from the significant pavement in-place recycling barriers and implementation needs identified at the workshop.
- **Article on workshop results** – an article on the results of the workshop will be prepared in conjunction with the development of a workshop presentation and posted on TTI's website.
- **Presentation of workshop results** – a presentation of the results of the workshop will be developed and provided at a regional and national meeting in spring 2015.

PART 2: DEVELOPMENT OF WEBINAR/WEB CONFERENCING INFRASTRUCTURE AT TTI

The purpose of this portion of the project was to identify and develop the infrastructure needed for TTI experts to conduct webinars as part of research project deliverables and to market TTI expertise and research technologies to new potential markets to help diversify the TTI research portfolio. A by-product of this technology is that TTI staff also now has the technology in place to conduct web meetings, either among internal groups or with external groups and committees. The major tasks for this project are described as follows.

Webinar/Web Conferencing Services Staff Survey

The project team developed and administered an all-TTI survey in May 2014 to gauge interest in offering webinar/web conferencing services for TTI staff and received 154 responses. The survey included questions about preferences and experience with specific webinar software; individual webinar needs/desires; how often TTI staff participate in conducting webinars for other organizations; what level of support staff members would like to have if they were to offer a webinar; and how the webinar development, marketing, and delivery process could work within the TTI organization. Following are the survey questions and a brief summary of the results:

- **If the technology and internal support were available to help you set up and host webinars/web meetings, would you use it?**
 - Yes – 141 responses (represents about 40 percent of full-time TTI staff).
 - No – 14 responses.
- **If yes, how would you use this service? (Check all that apply).**
 - For research project deliverables – 81 responses.
 - To market TTI expertise/share best practices – 70 responses.
 - To conduct web meetings with internal/external colleagues – 127 responses.
- **Do you have experience using web-conferencing software?**
 - Yes – 89 responses.
 - No – 61 responses.
- **If yes, which of the following do you prefer?**
 - Adobe Connect (currently used by FHWA, AASHTO) – 30 responses.
 - WebEx (currently used by TxDOT) – 31 responses.
 - No preference – 38 responses.
- **If webinar services were available at TTI, which of the following would you most likely use (check all that apply)?**
 - Set-up/scheduling services – 81 responses.
 - Host/moderator services – 73 responses.
 - Event registration services – 37 responses.
 - Presentation development assistance – 44 responses.
 - Event follow up assistance – 19 responses.
 - Not sure, but I'm interested in learning more about the different services – 66 responses.

- **About how many webinars/web meetings would you anticipate hosting in a year?**
 - 1 to 5 – 79 responses.
 - 5 to 10 – 40 responses.
 - 10 to 25 – 13 responses.
 - More than 25 – 2 responses.
 - None – 16 responses.
- **Please indicate your TTI location.**
 - Gilchrist – 27 responses.
 - SHRB – 28 responses.
 - CE-TTI – 12 responses.
 - Valley Park – 8 responses.
 - Riverside – 16 responses.
 - Arlington – 6 responses.
 - Austin – 19 responses.
 - Dallas – 9 responses.
 - El Paso – 7 responses.
 - Houston – 14 responses.
 - San Antonio – 5 responses.
 - Other:
 - Mexico City – 1 response.
 - Waco – 1 response.

Based on the interest gauged from the survey, the project team, led by Terri Parker, division head for marketing, communications, and agency relations, made the decision to move forward with the next phase of webinar technology analysis and purchase for TTI.

Webinar/Web Conferencing Technology Analysis

Debbie Murillo, TTI research publications designer and a member of the project team, evaluated the top 10 webinar software technologies and identified the top two that would best meet TTI's needs. The team scheduled two demonstrations for a representative group of TTI staff (about 30 people), which included researchers and support staff in College Station as well as urban office locations.

A demo of Adobe® Connect was conducted March 26, 2014; a WebEx (Cisco® product) demo was conducted April 15, 2014. Following the demos, the demo group shared feedback with the project team about the features of each system. After the analysis and comparisons of various webinar/web conference systems, the project team identified Communicate Conferencing as the preferred vendor for Adobe Connect, the preferred system. One of the major deciding factors in choosing this vendor was its 24-hour, 7-days per week, 365-days per year US-based customer service out of Denver, Colorado. The project team requested a trial version of the system for further evaluation.

At the same time the project team was evaluating the systems for TTI, the Texas A&M University System was undergoing its own evaluation of webinar/web conferencing systems. This effort was led by the A&M System's Office of the Vice Chancellor for Academic Affairs

and submitted to the A&M System Chief Information Officer. The System analysis evaluated five products: Adobe Connect, Bb Collaborate®, GoToMeeting®, TTVN's Saba Web Meeting® (the current system in use by the A&M System), and WebEx. The 35-member team that evaluated these five products selected Adobe Connect and Bb Collaborate as the top two products most appropriate for A&M System members. The A&M System plans to obtain System pricing for these two products, but the pricing was not available by August 31, 2014.

Webinar/Web Conferencing Pilot Projects

The project team began a series of webinar/web conferencing pilot projects to test the webinar technology to determine the feasibility of institutionalizing webinars at TTI. A total of 96 people participated in the pilot projects. A summary of the webinar pilot projects conducted, led by Debbie Murillo, are as follows:

- **Falvello meeting**, project status meeting, 4 participants (including 1 international participant).
- **Rafael Aldrete**, TTI-El Paso, Texas Department of Transportation (TxDOT) research deliverable, 11 participants.
- **Curtis Beaty**, TTI-College Station, presentation to TxDOT on status of research project, 39 participants.
- **Meet and greet with Janice Mullinex** of TxDOT, web conference in conjunction with TTI's Polycom system, 7 participants through Adobe Connect.
- **Allan Rutter**, TTI-Dallas, project status update and deliverable presentation, 4 participants.
- **Martha Raney Taylor**, SHRB/TTI-College Station, RIMS training, 2 individual sessions conducted.
- **David Newcomb**, CE/TTI-College Station, brainstorm meeting for research ideas, 4 participants.
- **Jo Youngblood**, TTI-Dallas, training session, 11 participants.
- **Lauren Miller**, SHRB/TTI-College Station, Core Leadership Program Meeting, 1 remote participant.
- **Shawn Turner**, Valley Park/TTI-College Station, Urban Congestion Report Program, kick-off meeting, 5 participants.
- **Jerry Ullman**, SHRB/TTI-College Station, Develop Targeted Work Zone Engagement Framework and Conduct Outreach Webinar, kick-off meeting, 7 participants.

Throughout the pilot program, the project team documented a couple of lessons learned. First, the webinar system and Polycom systems do not work well together, as experienced in the pilot project meet and greet meeting with Janice Mullinex of TxDOT. The Polycom system is better suited for meetings in which all of the participants need to be gathered in conference rooms at TTI locations; the webinar/web conferencing system is better suited for meetings when the participants are at their desk or computer system in multiple locations.

Another important lesson learned is that all TTI computers do not have audio or webcam capabilities. During the pilot project with Allan Rutter, it was determined that he did not have audio capability on his desktop computer in the TTI-Dallas office.

Webinar/Web Conferencing System Purchase

Based on the results of the survey and pilot program, the project team moved forward with the purchase of the Adobe Connect webinar/web conferencing system in August 2014. A one-year contract was implemented, through summer 2015. Over the next year, the project team will determine the level of interest in and usage of the system and whether it merits TTI continuing the service beyond that time. The following summarizes the elements of the Adobe Connect contract:

- **8 Named Host licenses with a 99 participant capacity** – Each individual Named Host has the ability to host a meeting with up to 99 total attendees. Named Hosts may create an unlimited number of meeting rooms; however, the Named Host can only use one of their rooms at any one time and rooms cannot be accessed unless the Named Host is present. Named Hosts must be individuals, not groups or generic log-ins, and a Named Host license cannot be shared between more than one individual.
- **1 Seminar Room license with 200 attendee capacity** – The room size is set based on the capacity purchased per room. Only one meeting can take place in a seminar room at any given time, and a designated Seminar Room Host must be present in the room for the room to be accessed.
- **1 Named Event Manager** – Provides an individual Named Manager for advanced registration, branded event pages, additional email options, absentee/attendee reporting for meetings, courses, curriculums, presentations, and other content.
- **Integrated Telephone Audio Conferencing** – This feature allows presenters and/or attendees to speak or listen via the phone. The rate is 3 cents/minute per caller for toll-free access. The integration allows computer audio listeners to hear phone audio listeners and vice versa. Also, Adobe Connect recordings will include the sound from the phone and the web. The default for audio is Voice-over Internet Protocol with Integrated Telephone Audio as the back-up.
- **Headsets and webcams** – TTI ordered and is in the process of distributing 64 headsets/webcams based on the interest shown by staff at TTI's various locations in the survey. The following table indicates the number of headsets and webcams going to each TTI location and the individuals who are responsible for checking the equipment out to staff locally and maintaining the inventory.

Table 1. Webcam/Headset Assignments.

Office Location	Number Issued	Suggested Responsible Person
Ann Arbor, MI	1	John Maddox
Arlington	2	Dianna Wallace
Austin	9	Bedalina Rosario
Bryan (Riverside)	2	Rebecca Heck
College Station (SHRB)	10	Shanna Yates
College Station (Valley Park)	4	Bonnie Duke
College Station (Gilchrist)	10	Toni Carelock
College Station (CE/TTI)	10	Lupe Fattorini and Teresa Boriski
Dallas	3	Andrea Chacon
El Paso	3	Ilse Vargas
Galveston	1	Linda Cherrington
Houston	4	Lisa Patke
San Antonio – Castle Hills	2	Linda Castillo
San Antonio – Transguide	1	Linda Castillo
Waco	1	John Habermann
Washington, D.C.	1	Johanna Zmud
	64 TOTAL	

Webinar/Web Conferencing Coordination

The project team developed recommendations and a webpage on MyTTI, TTI’s intranet, on how to market, deliver, and administer webinars at TTI. The webpage explains the steps to request and conduct a TTI-sponsored webinar or web conference: <https://my.tti.tamu.edu/com/virtual-meetings-or-webinars/>.

The following information is included on the web page:

- **About the service** – this web page provides information about how to request a webinar or web meeting; how to ensure good audio performance; and available training.
- **Virtual meeting and webinar request form** – this form allows the webinar host to request services and provide details on the meeting or webinar event. All TTI staff desiring to host a web meeting or webinar must complete an hour-long one-on-one tutorial with Debbie Murillo, who will serve as TTI’s main web coordinator.
- **Adobe Connect tutorials** – this section of the website provides brief tutorials for web hosts and participants on YouTube.
- **Adobe Connect quick start guides** – the website includes two quick start guides that can be printed and referenced—one for meeting hosts/presenters and one for participants.
- **Adobe Connect tip sheets** – the MyTTI website also includes tip sheets on meeting roles and permissions and how to become a virtual interaction master.
- **Presentation templates** – a link is provided on the site to TTI’s PowerPoint® presentation templates.

The development, promotion, and delivery of webinars will be a joint effort among the following:

- TTI researchers and staff desiring to participate in or host web meetings/webinars.
- TTI Communications, which will provide web meeting/webinar coordination and support services.
- TTI Conference and Event Management, which will provide webinar marketing and payment services as needed.
- TTI Facilities and Support Services and TTI Network and Information Systems (as needed for support).

Next Steps

In the month of October 2014, the following will take place:

- Distribution of webcams and headsets to TTI locations.
- TTI-wide announcement of web conferencing/webinar services within TTI.
- Adobe Connect training sessions for webinar/web meeting hosts, support staff, and all interested staff.

Over the next year, the project team will evaluate the interest in and use of the system and determine whether TTI will continue the service.