

# North Central Superpave Center



## Update on the Marketing Plan *Jan Olek and Jody Reigel*

March 10, 2008



# The Origin

*NCSC Steering Committee Meeting  
St. Louis, MO, January 10<sup>th</sup>, 2006*

## **Sub-Committee Members**

**Noel Fortier (Chair) – Payne & Dolan, Inc.**

**Lloyd Bandy – APAI**

**Judie Ryan – WisDOT**

**Amy Schutzbach – ILDOT**

**Jill Thomas – MNAPA**

**Dave Yates – MOAPA**

## Objectives

- **Increase awareness and participation of Departments of Transportation and HMA Industry in the region.**
- **Develop a “guide” for marketing the Center.**
- **Discover additional funding sources.**

## Recommendations (1)

- Hire a professional marketing consultant to develop a plan of action.
- This job is too big and too much is at stake to go a less professional route.

## Recommendations (2)

**Hire a manager to direct the Center day-to-day operations and ensure:**

- **marketing to new and existing customers**
- **timeliness of reporting**
- **financial accountability**

## Follow-up: Establishment of the Marketing Committee

### Marketing Committee Chairman

**Michael Heitzman**

Iowa Department of Transportation

### Marketing Committee Members

**Lloyd Bandy**

Asphalt Pavement  
Association of Indiana

**Noël Fortier**

Payne & Dolan, Inc.

**Victor (Lee) Gallivan**

Federal Highway  
Administration

**Jan Olek**

**Rebecca McDaniel**

**Ayesha Shah**

North Central  
Superpave Center

**Jill Thomas**

Minnesota Asphalt  
Pavement Association

**Gerry Huber**

Heritage Research  
Group

**Will Stalcup**

Missouri Department of  
Transportation



## **Follow-up: Retaining Services of Professional Marketing Consultant**

**Judith C. Johnson**

**Marketing and Communications Services Team**

**Federal Highway Administration Resource Center**

**61 Forsyth Street, SW, Suite 17T26**

**Atlanta, Georgia 30303**

**Phone: 404-562-3682**

**Fax: 404-562-3700**

**E-mail: [judith.johnson@fhwa.dot.gov](mailto:judith.johnson@fhwa.dot.gov)**



## **Follow-up: Key steps**

- **Marketing Strategy Meeting**  
**Chicago, March 20, 2006**
- **Development of Marketing Plan and Strategy**  
**July-December 2006**

## **Steering Committee: Key Actions and Approvals**

- 1. Approve the marketing plan and strategy; roadmap and action plan; and timeline - **January 2007****
- 2. Determine and approve marketing and communications programs budget, including allocating time and funding for travel to initiate customer visits and outreach – **this mtg****
- 3. Determine and approve organizational change to administer marketing and communications program. Add a new staff position, or employ consultant or marketing firm - **December 2007****



# Marketing Plan: Implementation Efforts

## Promotion and Communication

Totally Revamped Web Page – launched December 07



## Expanding Personnel Resources

Addition of dedicated marketing manager (Jody Reigel) to lead the marketing efforts - December 07

### Welcome

Welcome to the [North Central Superpave Center](#) (NCSC) website. The NCSC was initiated in 1994 to assist agencies and industry in the North Central region of the country and to continue the development and implementation of the [Superpave](#) system for asphalt binder and mixture design. As the use of Superpave became routine in the region, the focus of the NCSC broadened to address any issue related to hot mix asphalt. Today the NCSC continues to conduct research, provide technical information, assist with testing, participate in equipment/protocol evaluations, contribute to standards development and provide training related to hot mix asphalt and aggregates.

## **Vision and Mission identified in the Marketing Plan**

**Vision: Be a Recognized Source of HMA expertise.**

- Focus on emerging technologies and trends, always on the cutting edge of research, technology, and training.

**Mission: To provide Services to Advance and Transfer HMA Technology.**

- A central information resource and clearinghouse, serving the north central region and expanding the center's outreach to deliver national programs.



## **NCSC Marketing Goals Identified and Recommended in the Marketing Plan**

- 1. Develop a strategic planning approach, employing an annual assessment of the center's performance to strengthen future strategies and action plans.**
- 2. Establish a new image and identity for the NCSC. Increase awareness of the NCSC by promoting the center as the north central region's premier resource for HMA technology.**
- 3. Increase customer relations and retention through a customer management and loyalty program.**

## **Marketing Goals (continued)**

- 4. Determine appropriate programs and services to meet the needs of the NCSC's target market(s). Become a customer-focused organization.**
- 5. Build awareness and create interest in the NCSC through promotions and communication.**
- 6. Increase the visibility of the NCSC through a public relations program.**

## Marketing Strategies and Tactics

The six marketing goals to be accomplished through a series of detailed strategies and tactics. The proposed strategies and tactics are documented in a marketing roadmap and action plan for the NCSC. The designated action items and activities are designed to be completed in the following three phases:

- **Phase 1:** Determine what the customer wants, and create the identity of the center.
- **Phase 2:** Establish plan to market the NCSC and its programs to the customers.
- **Phase 3:** Implement the marketing strategies and tactics.

## Preliminary Thoughts

Identify current and potential customers.

- What is the geographical scope?
- What is the demographical scope?

Define the \*current\* purpose of NCSC.

Define the primary functions of the NCSC.

- Are we indeed performing the intended functions?

Define our customers' return on their investment (ROI) in supporting the NCSC.

- What are the \*current\* benefits of membership?
- Identify metrics to be able to measure and report on customers' ROI.



## Preliminary Thoughts (continued)

Identify and promote our “competitive advantage.”

- What makes the NCSC unique and \*better\* than its competition? Capitalize on this. Our competitive advantage should be consistently promoted within our message and should shine through in everything we do.

Identify the NCSC’s expectations of our customers.

- What are our expectations of our members and customers? For example, we expect them to provide input, feedback, requests for services, requests for research, knowledge-sharing, creative ideas, participation, and membership base funding.

List current base projects as well as research projects and their sponsoring agencies and report on their current status.

## Preliminary Thoughts (continued)

- Maintain, build upon, and strengthen existing customer relationships.
- Foster and cultivate new client relationships
- Develop a current (and potential) customer survey, send out surveys, collect, compile and evaluate survey responses.
- Compose survey evaluation report. Provide report to marketing subcommittee and NCSC Steering Committee
- Proceed with customer visits and conference calls to cultivate new business (more projects.)