

Technology Transfer Plan

Mountain-Plains Consortium
North Dakota State University

Denver Tolliver, Director

Focus of Presentation

- Process for developing tech transfer plan
 - Spanning 8 universities and a large region
 - Client expectations
- Examples: goals, objectives, performance targets
- Measuring, collecting, comparing data
 - Establishing baselines; tracking implementation
- Integrating TT outputs into overall PPPR
 - Linking TT to program outcomes and impacts

Process of Plan Development

- Inventory of stakeholders
 - Match funding, users, potential users
 - Including local and tribal entities
- Inventory of current practices and resources
 - LTAP centers, Transportation Learning Network
 - Dissemination channels
- University outreach channels—e.g., ag. extension and community planning
- Existing TT requirements for research projects
 - Expected outcomes, TT plan, work plan, progress report

Process (Continued)

- Setting goals and objectives
 - General consensus within consortium
 - Areas of debate: regional versus national focus; stakeholder involvement in setting goals; possible advisory boards
- Selection of performance measures
 - Substantial debate on feasibility, data collection effort and costs
 - Reporting requirements and “messages” we want to convey to our broader audience
 - Responsibilities for tracking and data collection

Examples of Goals

- Enhanced levels of knowledge in the disciplines related to transportation, with special emphasis on preserving the existing transportation system
- Improved methods and practices in transportation organizations, particularly with respect to preserving the existing transportation system
- Improved knowledge and skills in transportation workers, especially those workers focused on preserving the existing transportation system

Examples : High-Level Objectives

Objective	Discussion
Disseminate MPC research results as broadly as possible	MPC research expands the base of knowledge for practitioners and researchers in academia and public and private agencies. Reaching the broadest possible audience expands the potential impacts of the research.
Influence the direction and quality of research	Be a leader in research, especially in its main thematic fields . MPC research should influence critical thinking and direction of knowledge quests within research community.

Examples Objectives (Cont.)

Objective

Discussion

Deliver research results to transportation practitioners

Reports/journals articles are critical indicators. However, **direct engagement of practitioners** is desirable and often necessary to assist in implementation.

Upgrade/refresh knowledge of workers in state DOTs

Research findings (from MPC reports and other sources) distilled into **practical sets of instructions** to fully realize implementation benefits.

Performance Targets

- MPC reports viewed, downloaded, or requested
- Journal articles published from MPC projects
- Conference presentations from MPC projects
- Citations and references to MPC research
- Webinars, videoconferences, presentations
- Conferences and workshops sponsored or delivered
- Participants/attendees at events 5 and 6 above
- Match funding (%) provided by clients
- Registrations in online learning modules

Linking TT to Key Program Outcomes

- *Application of outputs*: changes made in the transportation system, or its regulatory, legislative, or policy framework, resulting from research and development outputs
- MPC reporting focus
 - Improved processes, technologies, techniques and skills in addressing transportation issues
 - Enlarged pool of trained transportation professionals
 - Adoption of new technologies, techniques or practices

Linking TT to Program Impacts

- *Impacts*: effects of outcomes on the transportation system, or society in general, such as reduced fatalities, decreased capital or operating costs, community impacts, or environmental benefits
- Impact on effectiveness of transportation system “should be based on data collected in the assessment of the implemented outcome”
- Post-project data collection is not feasible for all projects
- Strategies: (1) select few high-impact projects, (2) retain funds to collect data, (3) engage state DOTs in data collection

Tracking Implementation

- Each project must have TT plan and deliverables
- Beyond the end date of the project
 - Unfunded responsibility of PI
 - Project remains in PI's folder to report success stories
 - Responsibility of program coordinators/director
 - State DOT can fund implementation/tracking
- Time lapse in reporting