Our Transportation Center:
Keeping the Momentum

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Presentation to the BAC April 15, 2010
Our Strategic Goals: A Refresher

- Pre-eminent think-tank and laboratory for cutting-edge transportation research “that matters” on a global scale
- Premier educational program in transportation systems
- Essential partner for novel, high-impact research
- Advance state of practice through mix of engaged application-driven research and fundamental advances
BAC Membership: Growing & Diversifying
BAC: New Members (I)

Aaron Crane
Vice President of Technology

Keith Creel
President & CEO

John Hellman
President & CEO
BAC: New Members (II)

David Rohal
Senior Vice President & COO

Burt Wallace
President, Corporate Transportation
Research Connection with BAC (I):
Themes for Emerging Collaborative Research Opportunities

• Sustainable Transportation
  – Build on ISEN connection
  – New proposed DOE Center on Solar-energy for liquid fuels– SOFIA

• Information Technologies to Benefit the User Experience
  – Freight and passenger
  – Business intelligence in support of marketing, operational efficiency
  – New focus on Design

• Policy and Economics
  – Pricing, public-private, collaborative platforms

• Networks for Disaster Relief
  – Humanitarian logistics– builds on strengths in commercial logistics
  – Submitted proposal for multi-disciplinary “Area of Distinction” at NU
Research Connection with BAC (II):
Projects Ongoing or in Development with Member Companies
Research Connection with BAC (III)
Themes for Emerging Collaborative Research Opportunities

• Bring increased visibility to faculty and student research for BAC members
  - New up-to-date brochure on NU faculty research highlights
  - Featured short reports at BAC meeting
  - *In Motion* series

• Foster greater interaction between NUTC researchers and technical staff at BAC member companies
  - Visits and technical briefings
Business Model: Increase Revenue Streams

- Support for core TC operations and programs exclusively from private sources: BAC membership dues, donations, alumni giving, and endowment income
- Support for student stipends and research largely through sponsored research projects and grants: government and corporate; deliverable-oriented, lacks flexibility
- Increase revenue through new executive programs and technical assistance contracts
- Collaborative industry-university initiatives in major challenge areas
- **Contributed funds for seed research and student fellowships**
Executive Programs

- **New Courses:**
  - “Coping with Carbon: Sustainable Strategies for the Transportation Industry” – September 2010
  - “Freight Transportation: Meeting the Challenge” – Fall 2010
- **Repeat Course:**
  - “Pricing Transportation Infrastructure” – October 2010
- **Focus:** strategic issues; timeliness; high policy relevance; unique NUTC expertise
- **Custom:** BAC members and others
- **International Technical Assistance:**
  - “Strategic Priorities for Crowd and Transportation Research” – May 2010
    for Hajj Research Institute, Umm-al-Qura University, Saudi Arabia
Moving Forward

- **New Staff Added to Support Growth**
  - Marketing Communications Specialist (Rachel Miller)
  - Financial Administrator (Hillary Bean)

- **Engage with BAC Membership**
  - Visit to and technical exchange with CAT Logistics
  - Technical symposium with Navteq: “Advances in Traffic Prediction”
  - Nippon Cargo hosted students at O’Hare
  - New research opportunities: Boeing, Navteq
  - Participate in Terradata Partners’ Meeting
  - Continuing communication with members
Selected Outreach and Activities

- Partnered with Illinois Governor Patrick Quinn on “Beyond Transportation - The Economic Impact of Rail in Illinois”
- Presentation to Chicago Alderman Patrick O’Connor on Intelligent Transportation Systems with Sensys, Inc.
- Featured Prof. Martin Beckmann in day-long "Symposium on Transportation Network Design and Economics”, with strong participation from universities in the region
- TC and Sandhouse Gang hosted Federal Rail Administrator, Joseph Szabo
- CCITT “Technology Commercialization Speaker Series”
- Border crossing workshop (held in conjunction with BAC meeting)
10 new graduate students in Fall 09; top schools, excellent diversity, highly recruited--largest incoming class in past 10 yrs

Number and quality of applicants for Fall ’10 very impressive; selective admission process

TC adds value to student experience through industry exposure, seminars by authorities in the field, travel funds for conferences, fellowship stipends– essential differentiator for recruiting top talent

Many opportunities for undergraduates interested in Transportation; increasing engagement in research, internship placement with BAC companies

Industry support is critical to our mission and to making a Northwestern Education in Transportation the unique experience it is.
TAKEAWAYS

• Exciting things are happening at the Transportation Center
• Research connection to BAC is cornerstone of TC’s research development strategy
• Executive programs: relevant, timely and open to suggestions
• International programs— a growing enterprise
• Stay tuned...