Implementation Plan for 2014-2015
December 22, 2014

The CCC Strategic plan lays out a number of goals for the CCC, and articulates many activities it will undertake to accomplish those goals. Based on that strategic plan, together with feedback from the Reverse Site visit, we have developed the following implementation plan to guide our activities for the coming year.

Outcomes

For the coming year (2014 - 2015), the CCC will focus on the following outcomes:

Outcome 1: Increased federal agency awareness of the role computing research must play in addressing a broad spectrum of national priorities.

Outcome 2: Engage the community in identifying new directions for computing research, in shaping priorities for those new directions, and in responding to existing opportunities in the computing research ecosystem.

Outcome 3: Create high-impact tangible resources, such as white papers, workshop reports, and presentations that inform stakeholders (federal agencies, science policy experts, researchers, industry, and the general public) as to the current and potential impact of computing research.

Outcome 4: Grow the awareness of CCC and role it plays in shaping computing research in all stakeholder communities.

Outcome 5: Increase awareness of science policy issues within the computing community and grow capacity to engage in and respond to national science policy needs.

Relationship of Outcomes to Strategic Goals

The CCC Strategic plan outlines seven broad goals for the CCC:

1. Establish the CCC as a widely accepted catalyst and voice for the computing research community.
2. Bring the computing research community together to envision our future research challenges, needs and thrusts.
3. Communicate these challenges, needs and thrusts to the broader national community.

4. Create within the computing research community more audacious thinking.
5. See the ideas developed in the second and fourth points above turned into funded research programs.
6. Increase the excitement within computing research and use that excitement to attract students.
7. Inculcate values of leadership and service.

	Goal 1: CCC as catalyst	Goal 2: Research Community	Goal 3: Communicate broadly	Goal 4: Audacious thinking	Goal 5: Funded Programs	Goal 6: Attract Students	Goal 7: Leadership
Outcome 1: Agency Awareness	x		x				
Outcome 2: Community Engagement	x	x		x			x
Outcome 3: Tangible Resources	x	x	x		x	x	
Outcome 4: Awareness of CCC	x	x	x				
Outcome 5: Leadership and Awareness		x					x

Actions Leading to Outcomes

Reinvigorate CCC Task Forces: We have engaged in many conversations with members of the community, federal agencies, and science policy leadership. From these conversations, we have chosen to reconstitute our council task forces around national priorities, community needs, and council member interests and abilities. Our current set of topics are:

- Internet of Things / Computing in the Physical World
- Education
- Cyberinfrastructure / High Performance Computing
- Health IT
- Manufacturing
- Big Data
- Industry Engagement

The goal of our task forces is to be aware of and engaged in ongoing activities around those topics, to identify needs and opportunities in that topic area, and to identify actions (generating white papers, convening a workshop, publicizing information, etc.) that have the possibility of "moving the needle" in that area. This action will support Outcomes 1, 2, and 3.

Improve Communications: We will focus on enhancing our visibility and communication strategies. The CCC has a new brand identity, as of July 20, 2014, following the development of a new mission statement last year. This identity was developed as a part of CRA's rebranding strategy. We are engaged in the development of a new web site around this identity. We will revamp our communications strategy, utilizing social media and traditional channels, including association partners, to better promote our message and work to the computer science research community, federal agencies and the public as a whole.

We will make use of outside resources as necessary to shorten the time to produce outputs from activities, and we will make use of the council and our staff to communicate these products to all relevant individuals.

We will also increase the transparency of CCC operation by ensuring that all of our operating procedures are publicly available on our website.

We are continuing to develop our "Computing Research in Action" video series and expect to produce 2 videos this year.

We will continue to publish Research Highlights.

Finally, we will target a broader public event, based on the series of Computing Visions 2025 workshops for the coming year.

A renewed focus on Communications will support Outcomes 1, 2, 3, and 4.

Create opportunities for community engagement: A new call for Proposals for Visioning Activities was released in September, supported by a "Best Practices Guide" for running a Visioning Activity, from proposal formulation through workshop report dissemination to better improve the overall quality and consistency of workshops, and by a webinar in early October for interested parties to learn more about the process.

To bring more audacious thinking to conferences, we will again be promoting our newly renamed Blue Sky Ideas Conference tracks to a broad audience.

We will host periodic conference calls with different leaders in Washington, DC for the community.

These activities specifically support Outcomes 1, 2, 4, and 5.

Outreach to Agencies and Organizations

We will engage in targeted outreach, with presentations about the CCC to others in the computing research space: professional societies, universities, major CS conferences and other venues.

We will actively seek opportunities to present to federal agencies, working groups, and committees that would benefit from the information resources that CCC creates.

These activities will support Outcomes 1 and 4.

Implement continuous assessment and improvement of activities: We intend to continue to improve upon our already successful Visioning Activities. To do so, we will survey participants after each workshop on a continuing basis. This provides us with two forms of feedback: (1) ways to improve future workshops, and (2) ideas to evaluate the success of an activity in the long-term.

We will also more actively track response to our communications vehicles, and by doing so, both determine what activities are of interest to the community, and also what vehicles are more effective.

Finally, we will gather other more subjective responses and communications from events we hold which provide testimony as to the type of impact or response that event had. This will include noting when CCC is mentioned in outside articles or posts, emails we receive that provide feedback (both positive or negative) about events, and cases where material we provide is used in other documents.

This is in support of Outcomes 1, 2, 3, and 4.

Leadership Development: We will again sponsor the Leadership in Science Policy Institute in April of this year, which helps to grow leaders in the computing research community by informing them about the policy side of research and opportunities for participation.

Each of our task forces, mentioned above, has an appointed leader. We will be empowering those leaders to take ownership of their task force and are thus developing new leadership within the council itself.

In addition, we will be working with the awardees of the Postdoc Best Practices program to create a community of support and best practices as Postdocs become more prevalent in computing.

These activities are in support of Outcome 5.

Metrics for Determining Achievement of Desired Outcomes

Participation in CCC Activities: We will continue to monitor the makeup of participants at CCC activities for diversity: gender, institutional, research area, etc. We will track whether or not someone is new to a CCC activity or has participated before. We will also track agency participation.

This will provide support for Outcomes 1, 2, 4, and 5.

CCC Contribution to Leadership: The CCC involves many participants in its activities, at all levels of seniority and from all areas of computing research. To the extent possible, we will capture examples where CCC participation has led individuals to subsequent involvement or participation in other leadership or service activities on behalf of the computer science community. For example, participants who choose to serve on national committees, to serve as rotators within federal agencies, or who become members of CCC itself.

This will provide support for Outcome 5.

Use of CCC Outputs: We will track the uses and citations of CCC white papers and workshop reports.

This will provide guidance for Outcomes 1, 3, and 4.

Agency Requests: We will track the requests to CCC from Federal Agencies, such as requests for work, postings, workshops, presentations, and so forth. We will specifically note cases where there has not heretofore been significant activity with that group or agency before.

This will provide guidance on Outcomes 1 and 2.

Communications: To actively monitor our communications, we will begin tracking analytics of our website, blog and communications to help assess our penetration within the community.

This will provide guidance on Outcomes 3 and 4.

Assessment: We will use our workshop surveys to determine the effectiveness of the workshop and to guide future workshop planning.

This will provide guidance on Outcome 3.

Impact of Activities: We will look at the correlation between tangible outputs and new initiatives that have built on those activities. We will establish correlation through direct means (e.g. citation of a white paper) and indirect means (e.g. the

leader of a workshop playing a continued role to develop a community and activities around a CCC-sponsored theme).

Stretch-goals:

The following "stretch goals" will be pursued as time, resources, and opportunities present themselves:

1) Develop activities that initiate a long-term sustainable collaboration with an agency, group or community that has heretofore not had significant interaction with computing research.

2) Create a public event similar to the NITRD symposium or Library of Congress event that appeals to a broad, non-technical audience.

3) Create independent sustainable resources for community-wide discussion of CS research frontiers, similar to the Gordon conferences, in a way that is synergistic with CCC research visioning activities.