Strategic Plan for the Committee on Knowledge Management

Approved by the Strategic Management Committee, September 17, 2019

The AASHTO Committee on Knowledge Management (CKM) was created in the fall of 2016 as part of the reorganization of the AASHTO committee structure. The CKM was established to address the processes and technologies that facilitate interactions between stakeholders, as well as the strategies and practices necessary for an organization to share knowledge between individuals and across groups to support current work and innovation. Development of the new CKM began in August 2017, when a working group was created to develop a draft purpose statement and propose membership, which supported creation of the committee in early 2018. The first meeting of the actual CKM was held in Oklahoma City in May 2018. This strategic plan includes elements related to both development of the committee (goal 1), as well as ongoing activities of the CKM with respect to committee resources, practices for engagement, and identification of member interests.

Goal 1: Committee Formation – Establish and become the AASHTO Committee on Knowledge Management.

1.1: This goal focuses on activities associated with creating the CKM and establishing its relationship within AASHTO’s broader committee structure and activities.
1.2: Provide structure and operational guidance necessary to conduct the Committee’s work efficiently and effectively.
1.3: Define and establish the Committee’s roles and responsibilities within AASHTO.
1.4: Determine the CKM’s relationships with other AASHTO committees, task forces, and other relevant bodies.
1.5: Establish a web presence for the CKM on the AASHTO web site.

Implementation Actions:
  • Stand up the CKM and establish its strategic direction
  • Determine how the CKM will work with the rest of AASHTO
  • Establish task forces and process for creating subcommittees
  • Hold annual meeting and conduct regular coordinating calls of the full committee and designated subcommittees/task forces
  • Establish collaboration norms for knowledge management activities within AASHTO
  • Establish connections and define oversight role with TRAC & RIDES

Goal 2: KM Leadership Goal – Create expectations for DOTs to build knowledge management (KM) capabilities.

This goal focuses on the CKM role working with the AASHTO board of directors to help them understand what knowledge management is and what value it can bring to their organizations.
2.1: Develop and continue to refine the business case for knowledge management.
2.2: Facilitate integration/implementation of knowledge management into DOTs and AASHTO work.
2.3: Create a platform for establishing standards for knowledge management in DOTs.

Implementation Actions:
- Engage DOT leadership in activities to foster an interest in knowledge management practices
- Produce materials and resources to support knowledge management adoption
- Establish qualitative and quantitative metrics to track integration and the impact of knowledge management practices
- Capture case studies from state DOTs on their implementation efforts and promote them through outreach

Goal 3: Awareness and Advocacy – Raise awareness throughout AASHTO Member agencies about KM.

This goal emphasizes the activities the CKM will undertake to help state DOT rank and file staff learn more about knowledge management and how it can help them both perform their role and responsibility and ensure ongoing agency success.

3.1: Develop awareness and understanding of knowledge management and its potential benefits.
3.2: Increase the number of DOT staff that are familiar with knowledge management practices and benefits.
3.3: Improve the knowledge management literacy of state DOT staff.
3.4: Sell the benefit of knowledge management throughout DOTs.

Implementation Actions:
- Disseminate information regarding knowledge management throughout state DOTs
- Produce materials and resources to market and support knowledge management adoption
- Create a communication/outreach plan to implement the outreach effort
- Assess knowledge management capabilities in member agencies and identify opportunities to strengthen practice.
- Prepare an annual report on knowledge management metrics and results.

Goal 4: Community of Practice – Serve as a community of practice on KM for AASHTO member agencies.

This goal addresses the efforts the CKM intends to undertake to establish a place where valuable information about knowledge management activities can be housed, shared, and discussed.
4.1: Develop a shared understanding and vision for communities of practice.
4.2: Create and maintain a forum where DOTs can share information and discuss topics related to knowledge management.
4.3: Build AASHTO committee capabilities and tools to operate as a community of practice.
4.4: Create a library of resources, literature and practices to ensure DOTs have an effective avenue to the latest advances in knowledge management.

Implementation Actions:
- Gather, review, discuss, and establish strategies and tools for communities of practice
- Gather information on successful and innovative practices
- Establish a place to learn about knowledge management.
- Provide a forum for dialogues regarding options and practices.
- Encourage participation in Communities of Practice.

Goal 5: Information Management – Align information management practices with the needs of knowledge workers and organizational objectives.

This goal speaks to the need for the CKM to ensure it can influence practices in state DOTs beyond those immediately involved with knowledge management to ensure better alignment of information management.

5.1: Establish the knowledge management committee as a clearinghouse for information about State DOT knowledge management practices.
5.2: Establish practices that help align information management practices with the needs of knowledge workers and organizational objectives.

Implementation Actions:
- Be a point of contact for knowledge management knowledge, materials, and expertise.
- Be the authority on knowledge management, become a repository for knowledge management practices.
- Articulate the distinctions and relationship of knowledge and information.
- Collect, review, and recommend information management practices that support knowledge capture, use, sharing, and lifecycle. (e.g., operating models that support coordination, diversification, unification, or replication).
- Develop knowledge management briefing papers.
- Conduct knowledge management webinars and presentations.

Goal 6: Coordination – Coordinate with other AASHTO Committees, TRB Committees and Cooperative Research Programs, and other appropriate entities to advance KM in AASHTO and the transportation sector.

This goal identifies how the CKM will work and coordinate beyond the committee to advance education and encourage the adoption of sound knowledge management practices.
6.1: Establish an active role for the CKM Committee supporting and advising other AASHTO committees on the use and application of knowledge management in their activities.

6.2: Collaborate with others on advocacy, research and development activities that advance effective knowledge management practices in transportation.

Implementation Actions:

- Work with other AASHTO committees to identify opportunities for collaboration.
- Support/advise on actions that will enable knowledge to flow through AASHTO committees.
- Review Committee strategic plans to identify potential opportunities for collaboration and coordination.
- Reach out to other Committees, suggest opportunities for collaboration or coordination, and establish common ground.
- Develop forums for strategic networking within and beyond AASHTO.