

2017 Research Committee Goals and Expectations

How can SRF ensure the research selected for grants meets our mission of empowering communities?

How can SRF collect data and ideas about the type of research that will most effectively serve all stakeholders?

How can SRF find and engage new SMEs (subject matter experts) to undertake sign research?

I. 2017 Program Initiatives

The following are the initiatives that will help frame the work around the future of SRF's research.

- a) Develop a research agenda that aligns with SRF's goals and mission.
- b) Make recommendations to the board on how best to allocate and award SRF funds that are earmarked for research
- c) Establish and nurture relationships with key subject matter experts (SMEs) in the various research communities (academia, strategically aligned organizations, regulatory agencies, end users and sign industry)
- d) Establish metrics for determining the effectiveness of existing SRF research
- e) Recommend outlets to increase visibility of existing and new SRF research

II. Committee Responsibilities and Authority

The policy, oversight and reporting relationships of the Research Committee are as follows:

- a) Recommend to the Board possible direction and opportunities for new SRF research
- b) Recommend a framework & guidelines for prioritizing SRF research pipeline
- c) Write RFPs for new research grants as needed
- d) Identify future needs of SRF's research agenda and recommend a 2018 budget to the ISA Board of Trustees.
- e) Act as the final review board for SRF research and recruit SMEs for advisory councils who review ongoing research
- f) Prioritize and respond to research proposals
- g) Help identify research funding opportunities
- h) Be advocates for SRF research

III. Chairperson and Staff

The Chairperson will be selected by the SRF Board of Trustees and will serve as the voice of the committee and ensure the group stays on task. Staff will be appointed as needed to the committee.

IV. Bylaws

The committee serves under the auspices of the SRF Board of Trustees and operates under the authority of the SRF Bylaws.

V. Members Responsibilities and Meetings

Members of the committee are appointed based on need and expertise. Members are required to:

- Serve a two-year term (renewable)
- Attend and actively contribute to all meetings and teleconferences
- Utilize the principals of knowledge based governance (KBG) when considering issues of strategic and financial significance.

The committee will meet primarily through conference calls. Occasionally, a face-to-face meeting may be required.