Optimizing Research Development

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• **Centralized** office, established in 2010
• Staff of 6: four who **work directly with faculty** to learn about and help build faculty research programs
• Works with **all disciplines and across all levels of faculty** (approximately 1400)
• Supports **standard services** often found in OVPR: Limited submission process; internal, seed funding programs; team building; facilitation of the development of large center-level proposals; workshops, etc.
• **Collaborates** with the sponsored programs office (Office of Research Services), the Office of the VPR, and other offices and initiatives supporting research (Center for Applied Research and Development; Defense, Security, and Intelligence Initiative; Corporate Engagement Office)
• Provides **proposal development assistance** but goes beyond that in offering services to faculty
What works at OU

Help faculty accomplish what they want to accomplish in their research programs
Metric: Growth and Diversification of funding

Norman Campus Research Expenditures by Federal Agency, FY 2003-2012
Research Development - Optimized

- Majority of time spent meeting with faculty to listen to them, learn about their interests, ideas, barriers, frustrations, goals, resource needs, etc. From these conversations, we then assimilate and learn from that information to provide specialized assistance.
- Work to help faculty realize that the value added is higher if included early in their thinking and planning about research.
- Avoid being reactive, and try not to work on one proposal after another without understanding the bigger picture, the goals, and the strategies.
- Work with faculty (primarily junior faculty) to create 5+ year plans for their research programs, including goals outside of their research programs (e.g., professional service, professional development, work-life balance).
- Actively fill a void in faculty development and support, offering individualized services and “counseling” in a nonthreatening and nonjudgmental environment.
- Provide current and credible information regarding the national research context and priorities.

Is this so different?
Research Culture Change at OU

Everett Rogers (1962) *Diffusion of Innovations*

Office of the Vice President for Research
Norman Campus and Norman Campus Programs at OU-Tulsa
Focused relationships with faculty - Why?

• Connect faculty with common interests (both within OU and outside of OU)
• Guide interest groups and the development of collaborative teams
• Advocate for faculty to University leadership regarding opportunities, barriers and challenges in research
• Facilitate the development of research resources
• Participate in strategic conversations about missed opportunities, gaps in research capacity, and the development of new research initiatives
• Guide, facilitate, organize proposal development
• Help faculty AND institutions understand that individual scholarship (in most fields) is no longer competitive
Growing Research Development

National Organization of Research Development Professionals (NORDP) - [nordp.org](http://nordp.org)

Science of Team Science (SciTS) - [www.scienceofteamscience.org](http://www.scienceofteamscience.org)

Several other professional societies but many focus on research administration, compliance, regulations, etc.
Center for Research Program Development and Enrichment (CRPDE)

crpde.ou.edu

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