APLU
Public Impact-Focused Research

Sandra Brown
CoR & CIMA Joint Summer Meeting
July 31, 2018

@APLU_News #CoRCIMA18

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Strategic, Transformative Movement

- Bring together multiple distinct efforts (**National Movement**)

- Improve lives by solving/mitigating problems not feasible in a single lab (**Today's Actions**)

- Improve society of future by advancing human knowledge (**Tomorrow's Promise**)

Emerging Themes & Efforts

- Integrative Societally-Relevant Efforts
  - Grand Challenges
  - Highly Integrative Basic And Responsive (HIBAR) Research
  - Community-Based Participatory Research
  - Convergence Research
  - NSF 2026 Idea Machine

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APLU CoR Goals

- Encourage universities to expand public impact-focused research portfolio
- Identify and mitigate barriers for universities and partners
- Develop common vernacular to describe efforts and showcase impact
- *Do this in the context of strengthening and integrating support for fundamental research*

APLU CoR Workgroups

- Public Impact-Focused Research: What Is It?
- Public Impact-Focused Research: Why Now?
- Public Impact-Focused Research: How?
- Public Impact-Focused Research: Addressing Barriers and Overcoming Challenges
- Public Impact-Focused Research: Communication Strategies

Today: Lightning Talks

- Chris Brown, University of Alabama at Birmingham
- Diane Souvaine, National Science Board and Tufts University
- Toby Smith, Association of American Universities

National Science Foundation

THE NSF 2026
IDEA MACHINE

- **Entrants suggest "grand challenge" questions for future research**
- **Video pitches & public comments**
- **A blue-ribbon panel advises NSF**
- **Best ideas receive public recognition, cash prizes**
- **Launches August 31, 2018**
- **https://www.nsf.gov/ideamachine**

Identifying new directions for research.

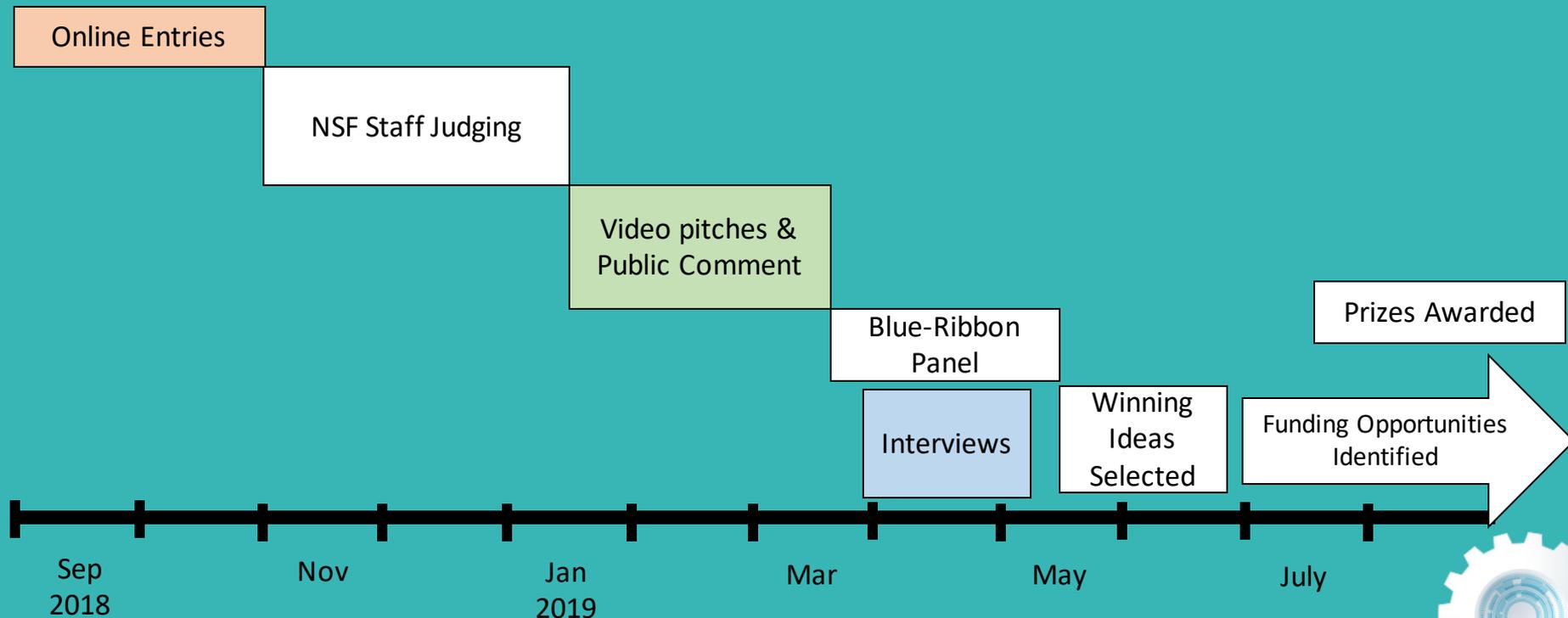| STEP 01	STEP 02	STEP 03	STEP 04	STEP 05	STEP 06	STEP 07	STEP 08	STEP 09	STEP 10
Competition opens/ entries accepted	NSF staff selects 30 representative entries	Videos invited & posted online	Public comments collected; NSF analysis added	Blue-Ribbon Panel picks 12 entries for remote interviews	Blue-Ribbon Panel recommends 6 entries	NSF staff adds analysis	NSF Leadership selects 2-4 winning entries	Prizes awarded for winning ideas	Funding opportunities

"If you want to have good ideas, you must have many ideas; … and what you have to learn is which ones to throw away." – Linus Pauling

What makes a good Big Idea?	How will we recognize one?
• Has a worthwhile objective(s) • Ambitious & challenging; may require a paradigm shift in our thinking • Progress would have significant impact • Requires the talents of the research community • Will attract creative contributions from many researchers • Will benefit many stakeholders, both inside and outside of the research community	2000 >> 30 • Does the same theme emerge in multiple entries? • Is NSF staff exceptionally enthused? • Is this an idea that has already prompted some excitement? 30 >> 4 • Did it resonate in the public comments? • Is the Blue-Ribbon panel excited? • Does it make sense for NSF?

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Idea Machine Challenge Timeline

Online Entries

NSF Staff Judging

Video pitches & Public Comment

Blue-Ribbon Panel

Interviews

Winning Ideas Selected

Prizes Awarded

Funding Opportunities Identified

Sep 2018   Nov   Jan 2019   Mar   May   July

https://www.nsf.gov/ideamachine

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Today: Discussions at Your Table

1. What do you see as the most significant challenge to designing, implementing, and/or administering public impact-focused research (in one or more of its many forms) on your campus?

2. What new strategies, policies, and/or programs might be pursued by campuses to stimulate and support public impact-focused research and to encourage, recognize, and reward faculty pursuing such research?

3. What role do you believe APLU could play to foster, enable, and/or accelerate more public impact-focused research on your campus?

4. What are strategies your campus employs to communicate impact and/or to engage with internal (faculty, students, staff) and external (industry, government, community) stakeholders?

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Timeline

JULY 2018	AUG/SEPT 2018	NOV 2018	MARCH 2019	MAY 2019	JUNE 2019
WORKING GROUPS ESTABLISHED	COMMENCE MONTHLY MEETINGS	ROUGH OUTLINE OF REPORTS - REPORT PROGRESS AT APLU ANNUAL MEETING	ROUGH DRAFT OF REPORTS	FINAL DRAFT OF REPORTS	REPORTS PRESENTED AT CEO-CICEP CoR JOINT MEETING AT PENN STATE

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Questions

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