APLU
Public Impact-Focused Research

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

@APLU_News  #CoRCIMA18
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
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
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.

- 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
- 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

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

- **JULY 2018**: Working groups established
- **AUG/SEPT 2018**: Commence monthly meetings
- **NOV 2018**: Rough outline of reports - report progress at APLU annual meeting
- **MARCH 2019**: Rough draft of reports
- **MAY 2019**: Final draft of reports
- **JUNE 2019**: Reports presented at CEO-CICEP CoR joint meeting at Penn State
Questions

www.sli.do
#CoRCIMA18

@APLU_News  #CoRCIMA18