APLU Public Impact-Focused Research Initiative

CECE-CoR Joint Summer Meeting
June 17, 2019
Public Impact-Focused Research

• Institutions of Higher Education influence individuals, societies, and economies in profound ways:
  – Our responsibility
  – Not always known or understood
  – Research is key
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)
60% of respondents believe universities are changing in the direction of supporting PIR.
Q18 - What, if any, specific nomenclature do you use to talk about the Public Impact-

Focused Research initiative(s) at your university?
Emerging Themes & Efforts
APLU CoR Goals for PIR Initiative

• Develop common vernacular to describe efforts and showcase higher education impacts
• Encourage universities to expand public impact-focused research portfolios
• Identify and communicate best practices
• Identify and mitigate barriers for universities and partners

Do this in the context of strengthening and integrating support for fundamental research
PIR Timeline

JULY 2018
- Working Groups Established

AUG/SEPT 2018
- Commence Meetings

NOV 2018
- Report Prograss at APLU Annual Meeting

APRIL 15, 2019
- Rough Outline of Workgroup Reports

MAY 1, 2019
- Workgroup Reports Consolidated & Distributed for Feedback

JUNE 3, 2019
- Preliminary Draft of Report

JUNE 17, 2019
- Report Presented at CECE-CuR Joint Meeting

JULY 2019
- Incorporate Feedback from CECE-CuR Joint Meeting

AUGUST 2019
- Engage with Additional APLU Councils, Commissions, National & Professional Organizations

SEPT 2019
- Final Draft of Report

NOV 2019
- Final Report Presented at APLU Annual Meeting
PIR Leadership

• Leadership Team
  – Sandra Brown, UC San Diego
  – Janet Nelson, University of Idaho
  – Neil Sharkey, Penn State

• CoR Fellows + Faculty Fellow
  – Sherine Obare, UNCG
  – Jim Reecy, Iowa State University
  – Scott Slovic, University of Idaho

• Graduate Student
  – Ali Eshraghi, UC San Diego

• APLU Lead
  – Sarah Rovito
APLU CoR PIR Workgroup Leads

• Defining the Approach and Why Now?
  – Terri Goss Kinzy (Western Michigan University) and Chris Keane (Washington State University)

• Adopting the Engagement Framework
  – Kenneth Sewell (Oklahoma State University) and Faith Kirkham Hawkins (Indiana University)

• Community Engagement Strategies
  – Paul Roben (UCSD) and Colleen Kerr (Washington State University)

• Communication Strategies
  – David Conover (University of Oregon) and Julie Risien (Oregon State University)

• Addressing Barriers and Overcoming Challenges
  – Roger Wakimoto (UCLA) and Jennifer Lyon Gardner (UT Austin)
APLU CoR PIR Report Chapters

• Defining Public Impact-Focused Research
• Conducting Public Impact-Focused Research on Campus
• Engaging the Community in Public Impact-Focused Research
• Communicating About Public Impact-Focused Research
• Addressing Barriers and Overcoming Challenges Related to Public Impact-Focused Research
Defining PIR

Recommendations

- APLU should work with member institutions to encourage and support workshops, research forums, and similar events to communicate about PIR and its importance to researchers, research administrators, and key community, government, and industrial partners. These workshops should also address the barriers to advancing PIR identified in the survey and this report.
- APLU and its member institutions should discuss with sponsors the possibility of using PIR and its associated typology as a means to provide consistent guidelines for measurement and evaluation of broader societal impacts.
- Universities should ensure that a strategic agenda that highlights PIR and commercially valuable research also gives appropriate recognition to the value of curiosity-driven research.
Conducting PIR

Recommendation

- Processes for identifying PIR themes and developing PIR initiatives should reflect the culture of each institution.
- The full life-span of a PIR initiative should be taken into consideration during the planning process, coupled with the awareness that flexibility will be required at key decision points as the initiative moves forward.
Engaging the Community in PIR

**Recommendation**

- APLU should convene a gathering, including both member institutions and community representatives, to define the challenge of measuring the impact of PIR initiatives on the community. This can serve as a launch pad for a national conversation about developing a comprehensive metrics framework.
Communicating About PIR

Recommendation

- Universities pursuing a PIR initiative should invest in communications, both in human capital and tools, and seek to weave communications training into the fabric of the institution.
Addressing Barriers and Overcoming Challenges Related to PIR

Recommendation

- Universities should internally reinforce PIR through seed funding, training for faculty members, P&T guidelines that encompass PIR, and explicit recognition of the fact that PIR efforts occur within and across all disciplines.
What’s Next

• Spreading the Word
  – AAU SRO Meeting
  – SXSW EDU
  – NACUBO Annual Meeting
  – Oxford UIDP Summit
  – NCURA Magazine “Research Administration without Borders” issue (Oct/Nov 2019)

• Engagement
  – Presidents
  – Provosts
  – Community Leaders
  – State & Federal Legislators
  – State & Federal Funding Agencies
University of Idaho event shows how research here and around the U.S. betters the world

BY SCOTT SLOVIC AND JANET E. NELSON
MAY 31, 2019 08:42 PM, UPDATED MAY 31, 2019 08:42 PM

Early last month, the expansive atrium in the University of Idaho’s new Integrated Research and Innovation Center rang with the voices of leading researchers, participants in the university’s biannual Short and Sweet (SAS) research presentation event. Each semester nine or 10 researchers, selected to represent the entire campus and speak to a particular theme, spend weeks developing lightning talks (20 slides, 20 seconds each slide) that seek to illuminate cutting-edge scholarship for a diverse audience of nonspecialist colleagues and members of the public.

At the state’s land-grant research university, our office seeks to recognize and encourage all forms of research: basic and applied, quantitative and qualitative, locally focused and globally significant. Researchers often perform their work with the goal of making the world a better place, though this is not always explicit. The Association of Public and Land-grant Universities (APLU) is currently preparing a national report on the importance of encouraging Public Impact-focused Research (PIR). The University of Idaho is actively contributing to the PIR initiative.
What’s Next

Agency and Congressional Outreach
Table-Level Discussion

• Do you notice anything that should be addressed before the report is finalized?
• What are the most interesting and useful report takeaways?
• What will be the greatest challenge to universities conducting PIR on campus?
• What actions should APLU take to mobilize key recommendations from the report?