



Optimizing Research Development

Alicia J. Knoedler
Associate Vice President for Research
University of Oklahoma

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The UNIVERSITY of OKLAHOMA

Office of the Vice President for Research

NORMAN CAMPUS AND NORMAN CAMPUS PROGRAMS AT OU-TULSA



Research Development at OU

The University of Oklahoma

Center for Research Program Development and Enrichment

- **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

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What works at OU

Help faculty accomplish what they want to accomplish in their research programs



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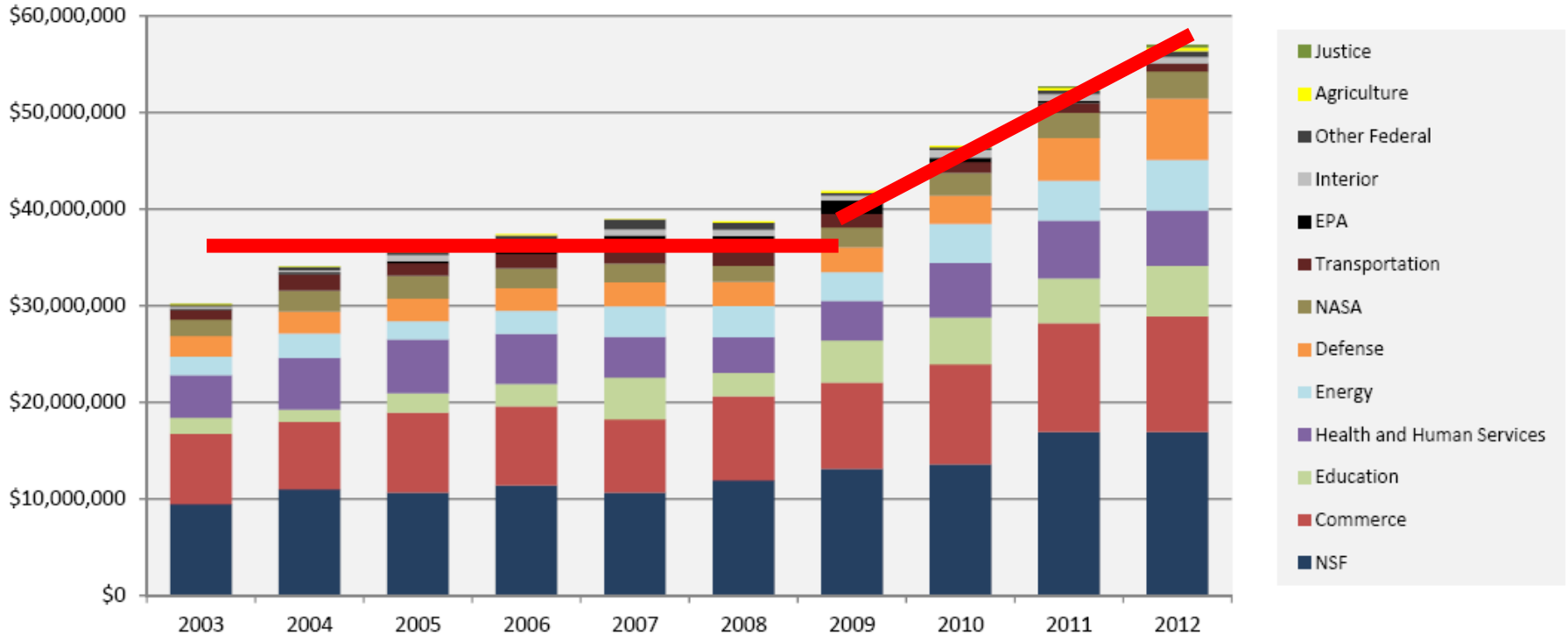
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Metric: Growth and Diversification of funding

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





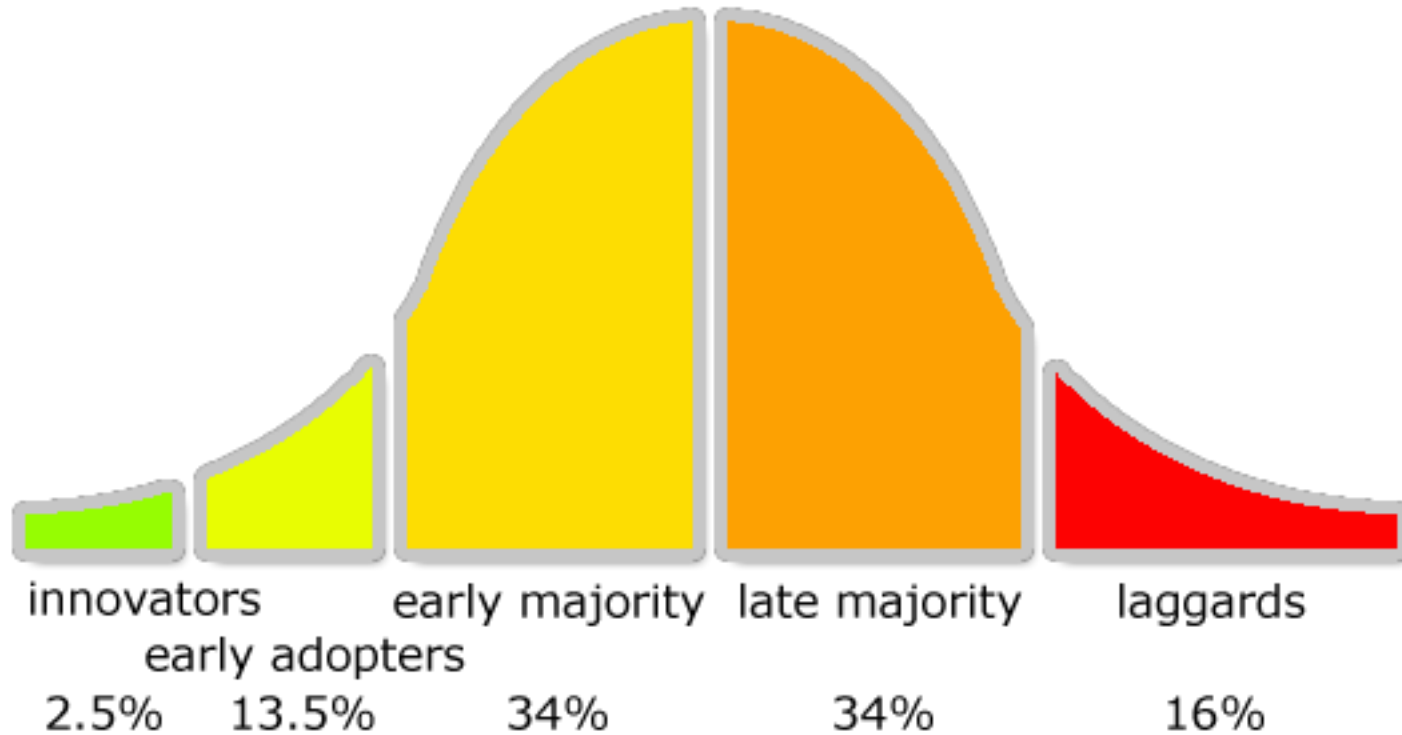
Research Development - Optimized

- 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*

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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

National Organization of Research Development Professionals (NORDP) - nordp.org

Science of Team Science (SciTS) - www.scienceofteamscience.org



Several other professional societies but many focus on research administration, compliance, regulations, etc.

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Center for Research Program Development and Enrichment (CRPDE)

crpde.ou.edu

Alicia Knoedler, Director (aknoedler@ou.edu)