STRATEGIES TO ENGAGE FACULTY IN RESEARCH GROWTH

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LEARNING OUTCOME

After participating...

... you will be able to employ new communication strategies with faculty and actively cultivate their engagement in research activities.
Strategies to Engage Faculty in Research Growth

AGENDA

- Understanding and overcoming faculty resistance to research
- Developing communication strategies
- Maintaining transparency through data

UNDERSTANDING AND OVERCOMING FACULTY RESISTANCE
What causes faculty resistance when it comes to research at your institution?

- Type of institution
  - Research one institution
  - Teaching college
- Expectations at the time of hiring
- Postdoc to Faculty transition
- Lack of infrastructure
- Lack of resource knowledge
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LINKING RESEARCH TO THE “WHY” OF FACULTY

• Link research to promotion and tenure
  – Expectations at the time of hiring
    • Teaching + Research + Service as part of the tenure requirements
    • Start-up packages
  – Student & Postdoc mentoring - training the researchers of the future

LINKING RESEARCH TO THE “WHY” OF FACULTY

• Be smart with financial resources
  – Decreasing financial resources at institutions
    • Dependence on external funding for grant dollars
    • Push to do more with less
Are there any other strategies you’ve used successfully to incentivize faculty to do research?
COMMUNICATION TYPES

- Electronic
- Face to Face

ELECTRONIC COMMUNICATION

Best Practices:
- Use your office branding
- Be brief
- Always include signature
- Highlight successes
Dear Faculty,

The Research Office would like to invite all Faculty for a networking event. Drinks and snacks will be available.

This is a good opportunity to meet other faculty and chat with College leadership.

Date: [Date]
Time: [Time]
Location: [Location]

Please RSVP at: [RSVP]

We look forward to seeing you at the event. Please RSVP if you wish to attend.

Thank you,

Sangita

Sangita Pawar, PhD, MBA
Assistant Vice President, Research
Division of Agriculture, Life and Veterinary Sciences, and Cooperative Extension
Dear Faculty,

Early career grants provide one time support of up to $10,000 to support research activities in the mission areas of the College leading to the submission of grant proposals to external funding agencies or private foundations. Applicants must hold tenure-track or continuing eligible status with a primary appointment in a college unit and be within 8 years of their first faculty appointment.

Submission Deadline: October 15.

Application details: Link

Please send me your applications by October 15, 2018.

Thank you
Sangita

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HIGHLIGHT SUCCESSES

Congratulations to Dr. Wilma Wildcat

Title of the Award:
Funding Agency: National Science Foundation
Award: $2.99M
Contact: email
Collaborators: Dr. Wilma Wildcat

Dr. Wilma Wildcat
Soil, Water & Environment Science

Project Summary

DON’T FLOOD INBOXES!
FACE TO FACE COMMUNICATION

FACE-TO-FACE COMMUNICATION:
ONBOARDING WORKSHOPS

• Communicate who will be presenting

• Provide presentations to attendees at the workshop

• Provide coffee and food!
COMMUNICATE WHO WILL BE PRESENTING

Date: Wednesday, January 30, 2019  
Time: 10:00 am - 3:00 pm  
Location: Maricopa County Extension Office, Phoenix, AZ  
Lunch will be provided

The following offices will be making presentations:
Sponsored Projects Services  
Contract & Research Support Program  
Procurement & Contracting Services  
Responsible Conduct of Research  
Conflict of Interest  
Developing a Grant Proposal  
ALVSCE Data Solutions Team  
There will also be a session on Budget Basics

FACE-TO-FACE COMMUNICATION: ADDITIONAL OPTIONS

• Networking Events  
• Informational Seminars  
• Poster Forum  
• Lunches  
• Faculty Meetings  
• Focus Groups
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Remember, direct communication is best.

WHAT TO COMMUNICATE

- New faculty focus
- New awards
  - Reports
  - Individual awards
- New policies & guidelines
- New informational sessions

Steer clear of communicating things that don’t relate directly to faculty.
QUESTIONS

MAINTAINING TRANSPARENCY THROUGH DATA
Strategies to Engage Faculty in Research Growth

IMPORTANCE OF TRANSPARENCY

- Universities are complex environments.
- Expectations may or may not be set at the beginning.
- Transparency takes away fear-mongering and rumors.
- Transparency gives everybody an equal chance - and not just to faculty who can advocate for themselves.
Most universities have electronic data available on:

- Proposals
- Awards
- Teaching
- Student credit hours
- Service

Data can be system or self-reported.

Dashboards are another option.

Remember:

- Dashboards should be accessible to all
- The data should be clear
- Should have quality and reliable data
Example 1

Example 2
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Example 3

Source: Academic Analytics

TAKEAWAYS

• Gaining the trust of faculty is paramount - they need to believe you want them to succeed!

• Communicate early and communicate often - you need to be visible and available to faculty.

• Make sure good quality data is available to faculty.
Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

https://www.surveymonkey.com/r/B262TTZ