

Centers & Institutes Directors

Minutes: October 15, 2010

C&I Directors present: Dr. Robert Alman, Center for Health Promotion and Cardiac Disease Prevention
Dr. Robert Boldin, Management Services Group
Dr. Ann Creany, Literacy Center
Dr. Ed Donley, Software Development Center
Dr. Carl Luciano, Biotechnology Research Institute
Dr. David Myers, Murtha Institute for Homeland Security
Dr. Donald Robertson, Center for Applied Psychology
Ms. Ellen Ruddock, Center for Family Business
Ms. Karen Stein, Speech, Language and Hearing Clinic

Others attending: Dr. Hilliary Creely, Asst Dean for Research, School of Graduate Studies and Research

- PASSHE Guidelines re. Expenditures of Public Funds
 - Dr. Creely explained that in order to be in compliance, we can no longer provide lunch at the C&I Director meetings. She will forward the document to the center directors via email attachment. Future C&I Directors meetings will be held at the Oak Room in Foster Hall. Lunch can be purchased there for \$6.50, using personal funds.
- Revised C&I Review Report Template
 - The revised template (attached) reflects changes that were made at the request of the C&I directors.
 - The center contact information box was reduced to one sentence: “How is the Center best contacted and how are requests for information and services processed?”
 - Question 2c was changed to ask if the center charges for services and, if so, how the fees are set and reviewed (rather than asking if fees have been approved by IUP since there is currently no fee approval policy or process in place).
 - The C&I Advisory Board hopes to begin the center reviews within the next couple weeks.
 - The C&I directors present agreed with the use of this template for the reviews.
- Marketing Funds
 - Dr. Creely announced that the School of Graduate Studies and Research is providing, on a competitive basis, up to \$1000 to centers for expenses related to marketing. Center directors should submit a one-page summary to Dr. Creely (hcreely@iup.edu) by November 16, 2010. The announcement, which includes the guidelines, is attached.
- Featured Center: Speech, Language and Hearing Clinic
 - Ms. Karen Stein distributed a brochure which describes the communication support services provided by the clinic. For the past 40 years, the clinic has provided speech and language evaluations, speech therapy, voice therapy, foreign accent reduction support, hearing evaluations, and speech and hearing screenings to the university and greater community. Speech Pathology undergraduate and graduate students provide these services under the supervision of the faculty. IUP’s speech pathology B.S. program is one of

the few programs that offer undergraduate clinical experience, which helps students to decide quickly if the program is right for them. Last year, the clinic provided services to 1,500 people, from the very young to the very old. The clinic charges a nominal fee of \$75 per semester for services, but doesn't turn anyone away who cannot pay. They have considered charging more, but do not feel it is the best course of action at this time. The clinic used their center grant last year to purchase the iPad for use in therapy with autistic clients. Current research of clinic faculty focuses on thyroid and dementia treatment. Research normally results in 3-4 theses produced by the graduate students each year.

- Common Concerns for Targeted Problem-Solving
 - Dr. Creely provided the list of concerns, in descending order, which center directors articulated at last year's meetings (attached). Dr. Donley said many the top concerns involve money; Dr. Luciano said that providing incentives doesn't necessarily mean providing funds. The group discussed several of these items which were important to their centers.
 - Re. "Provide incentives to submit grants," Dr. Robertson said that although there are funding databases available which supply information for large grants, he would like to have a source for the regional and state grants that his center may be more successful in obtaining. Dr. Myers said that the databases subscribed to by IUP include foundation grants and federal grants, but do not include state or regional grant opportunities.
 - Re. "Provide information on cross-department/college involvement," Dr. Donley said that with very minimal funding his center, the Software Development Center, could help with the database needs of other centers.
 - Re. "Communicate the value of centers to university promotion and tenure committees," Dr. Donley said that since the university promotion and tenure committee members change each year, it would be helpful for the center directors to know how to best relate their center activities to the promotion and tenure evaluation categories.
 - Re. "Streamline applications for internal grants," or University Senate Research Committee grants, Dr. Myers and others said it isn't worth their time to complete the lengthy application for the amount of money it may provide. Dr. Creely said she serves on the USRC and can investigate the possibility of streamlining that application.
- Other Business
 - Centers & Institutes representative to the IUP Research Institute Advisory Board
 - Dr. Beverly Chiarulli's term as the C&I representative has expired and a new appointment is needed. Dr. Creely will send an e-mail to all center directors asking for volunteers. Dr. Luciano agreed to serve as the back-up representative if no one else is interested.

Centers and Institutes Review: Report Template

In accordance with the IUP Centers & Institutes Policy,* it is the goal of the School of Graduate Studies and Research to establish a relatively uniform and systematic review of the centers and institutes of IUP. The objectives of this review are four-fold:

- To better understand and promote the great diversity and depth of services offered by IUP's centers and institutes;
 - To create opportunities to collaborate among centers and institutes and other IUP entities and the community;
 - To evaluate the effectiveness of the centers and institutes and to develop and nurture best management practices; and
 - To assess the needs of IUP's centers and institutes and identify opportunities and resources to help meet these needs.
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Center/Institute Name:

Director Name:

Date of Review:

Reviewers:

BACKGROUND INFORMATION

Center or Institute Mission Statement and Goals/Objectives

Description of Need for the Services Provided (briefly, including evidence)

5-years of Annual Reports (Y/N)

Explanation, if any:

Website (Y/N)

If yes, does the site appear to provide current information? (Y/N)

How is the Center best contacted and how are requests for information and services processed?

* See "Guidelines for Five-Year Review of Centers and Institutes", approved by Center and Institute Directors, May, 2010; see also <http://www.iup.edu/page.aspx?id=6135>

SUMMARY

1. Describe your center's or institute's **unique** contributions to IUP and the community, and articulate what would be lost if your center or institute did not exist.

2. In your center or institute.....
 - a. Can students work closely with faculty? If so, please document the number of students and perceived value to the students for this work.

 - b. Does the center operate on a financially 'self-supporting' basis?

 - c. Does your center or institute charge for services? If so, how have the fees been set and reviewed?

 - d. Does your center have comprehensive plans for exploring and/or securing external grant and contract funding?

3. What are your plans for future activities? If your center has been inactive, how do you plan to reinvigorate it?

4. How can the University assist with the continuation of the C/I's activities? Assume for FY 2010-2012 that IUP's ability to financially support centers and institutes is limited.

5. Other information C/I Directors wish to include? May include text and/or exhibits.

Announcement

Competitive Availability of Marketing Funds for IUP's Centers and Institutes

Background: In response to widespread interest among IUP Center and Institute directors for assistance with marketing, and the limited availability of funds for this purpose from extramural sources, the SGSR is providing support for select marketing campaigns up to \$1000 each.

Objectives:

- To provide, on a competitive basis, up to \$1000 for expenses related to marketing
- To assist IUP Center's and Institutes with identification and targeted outreach to external (non-IUP) stakeholders
- To increase the presence, knowledge, future fundability, and business of IUP Centers and Institutes

Requirements: Submit a **1-page summary** describing, in as much detail as possible, your Center/Institute's proposed marketing strategy. Among the elements that must be addressed in the summary are:

- Line-item budget proposal, including total amount requested
- Description of planned marketing strategy (What media will be used, why, and how was the media selected?)
- Description of desired outcome from marketing plan, including information about specific benefit to the Center/Institute and how effectiveness of the campaign will be measured
- Description of the planned audience for marketing efforts, including why this audience is significant to the Center/Institute

Deadline: All applications must be received by close of business on Monday, November 16, 2010

Should you have any questions, please feel free to contact Hilliary Creely, Assistant Dean for Research (HCreely@iup.edu)

COMMON CONCERNS FOR TARGETED PROBLEM-SOLVING

- 21 dots: Provide incentives to submit grants.
- 18 dots: Provide AWE support for directors.
- 15 dots: Communicate the value of centers to university promotion and tenure committee.
- 14 dots: Provide support for GAs and clerical staff.
- 13 dots: Streamline applications for internal grants.
- 11 dots: Develop “one-stop shopping” for trouble shooting
- 7 dots: Provide help with marketing.
- 5 dots: Provide information on cross-department/college involvement.
- 4 dots: Take advantage of centers’ ability to promote graduate education.
- 4 dots: Communicate how to solve common problems.
- 2 dots: Meet with each center director.
- 1 dot: Help with IRB approval issues.
- 1 dot: Provide financial support for start-up.
- 0 dots: Provide web-site and list-serve assistance.
- 0 dots: Provide regular communication to centers (e.g. weekly newsletter).
- 0 dots: Improve grant implementation support.
- 0 dots: Make working with non-academic partners more “user-friendly”.