

Centers & Institutes Directors Meeting April 23, 2015

C&I Directors: Lisa Bash-Ward, Institute for Athletic Sports Camps
Robert Boldin, Management Services Group and Small Business Incubator
Waleed Farag, Institute for Information Assurance
Barney Knorr, Center for Career and Technical Personnel Preparation
Mark McGowan, Child Study Center
Phillip Neusius, Archaeological Services
Kelli Paquette, Literacy Center
Lou Pesci, Institute for Rural Health and Safety
Ellen Ruddock, Center for Family Business
Karen Stein, Speech, Language and Hearing Clinic
Stephanie Taylor-Davis, Center for Teaching Excellence
Jeff Wacker, IUP Community Music School
Bob Wilson, Institute for Mine Mapping, Archival Procedures and Safety

SGSR: Hilliary Creely, Assistant Dean for Research

Updates and Reminders

- Marketing! Last Call for AY14-15 Requests
 - Dr. Creely reopened the opportunity for C&I to apply for marketing grants. The RFP from last fall was distributed and is attached to the minutes. The new deadline for these requests is May 4, 2015.

- 2014-2015 C&I Annual Reports – Due May 15
 - Dr. Creely reminded the directors that the C&I annual reports are due on May 15. The template is new this year, and is based on the strategic planning report submitted by each center last year. The annual report template is linked to this webpage: <http://www.iup.edu/page.aspx?id=175735>
 - Dr. Creely asked the directors to contact their deans, or deans' representatives, soon, to discuss their annual reports. The college dean is required to submit a short form which summarizes each center's progress, achievements, and challenges. C&I directors should make plans now to meet with their dean or dean's representative, and should take a copy of their strategic plan (or goals) from October to the meeting.
 - Because the final report due date was moved to coincide better with other year-end college reporting, this year's annual report will only cover 9½ months (September – May 15). Centers should report on their actual activities for the September to May time frame but may wish to note the shortened reporting period and may further wish to include (as a separate, clearly delineated item) projections for the summer. Centers that project data will want to 1) make very clear the actual activities versus the projected activities and 2) indicate that next year's report will include actuals for the full year (May 15, 2015 to May 15, 2016).
 - Ms. Stein noted that the chart on the last page of the annual report has not changed. Dr. Creely said that the chart should be revised—a project for next academic year, since it will be a difficult task to make it applicable to all C&I activities.

New Business

- C&I Qualtrics Survey – please complete!
https://iup.co1.qualtrics.com/SE/?SID=SV_5AOfuELhn4rMReJ
 - Yesterday, Dr. Creely e-mailed a message to the C&I directors, which included a link to a Qualtrics survey. The survey is in two parts:
 - Part 1 asks for identifying information and asks whether there is interest in meeting with a planning expert. It also asks what area of service with which you would identify your center, e.g., teaching, government, etc.
 - Part 2 of the survey is anonymous and asks for feedback on the strategic planning/goal process thus far.
 - Dr. Creely will continue to resend the survey link to the C&I directors.

- C&I Travel and Special Projects Spring Grants
 - C&I directors may apply for up to \$1000 in funding to support travel or special projects related to their center. The application and instructions are attached, and the deadline for submission is May 4, 2015.
 - These grants are for the 2014-2015 fiscal year, and the funds will be transferred by May 8, 2015. The funds are normally transferred into a C&I SAP cost center is designated, so that it is highly likely that the funds will carry-over into the 2015-2016 fiscal year.

- Future Objectives
 - Dr. Creely will meet with the C&I Advisory Board to work on updating the current C&I policy. The Board's recommendations will be presented to the C&I directors before the policy is brought forward.
 - The C&I Advisory Board will also work on updating the annual report table, with the goal of developing shared definitions and guidelines for reporting costs, income, value of services, etc.

Respectfully submitted,
Jean Serio

Back by Popular Demand: Competitive Availability of Marketing Assistance for IUP's C&I

Background: In response to the success of previous year's efforts, the widespread interest among IUP Center and Institute directors for assistance with improving C&I websites and other marketing tools, and the limited availability of resources for this purpose from both intra and extramural sources, the SGSR is again providing support for select C&I to receive marketing assistance. **This assistance is available in one of two formats (choose one):**

- **Personalized website revitalization assistance from IUP's Center for Media Production and Research, or**
- **Assistance with a director-defined marketing project described in your center's approved 2014-15 strategic planning document**

Objectives:

- To provide, on a competitive basis, assistance updating your C&I website or improving your center's marketing
- To help IUP Center's and Institutes with 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 desired marketing plan. Among the elements that must be addressed in the summary are the following.

For Directors seeking website assistance:

- Description of current status of the website
- Description of the specific desired website changes (information/resources to be added/removed, model websites to emulate, desired multimedia additions, etc)
- Description of the future commitment to maintaining the revitalized website
- Description of desired outcome from website improvement, including information about specific benefit to the Center/Institute and how effectiveness will be measured
- Description of the planned audience for the updated website, including why this audience is significant to the Center/Institute
- **NOTE: C&I selected for this type of assistance will be required to meet with the IUP Center for Media Production and Research to develop a work plan and timeline; directors must be willing to provide input and direction over the summer.**

For Directors seeking other marketing assistance:

- Description of specific marketing plan and how the effectiveness of the plan will be assessed
- Description of sustainability of the marketing plan (How will the center maintain/build upon these efforts in future years)
- Description of the planned audience and why this audience is significant to the Center or Institute
- Detailed budget, including matching funds from the center, college, grants, contracts, or other sources.
Maximum request \$1000.

Deadline: Close of business on **Monday, November 17, 2014**

To submit your application and/or ask questions about this announcement, please contact Jean Serio (jserio@iup.edu)

Centers and Institutes

Travel and Special Projects Support FY2014-15

Center and Institute directors may submit an application for funding of up to \$1000 for projects related to their Center and Institute activities. Eligible activities include travel to present at conferences or meetings related to their Center or Institute, special projects completed by the Center or Institute that advance the mission of the unit, preparation of informational materials related to their Center or Institute, or other activities of importance to the work of the Center or Institute. Awards will be merit-based. Only one application per Center or Institute will be accepted.

Application Instructions:

Center and Institute directors should complete an application for funding and should clearly explain how the activities advance the work of their Center or Institute. The application should be submitted to the Centers and Institutes office either by e-mail attachment in Microsoft Word to Jean Serio (jserio@iup.edu) or by hard copy delivery to 122 Stright Hall.

Applications must be received by 4:30 p.m. on May 4, 2015. Please send to Jean Serio (jserio@iup.edu), School of Graduate Studies & Research, 122 Stright Hall. Late applications will not be accepted. Applicants will be notified no later than May 8, 2015 of the outcome of their application.

Please Note! Funds should be expended before the end of fiscal year 2014-15 (June 30, 2015), since there is the possibility that funds will not be carried over into next fiscal year.

IUP Centers and Institutes
Application for Travel or Special Projects Support
Spring 2015

Name of Center/Institute requesting funds: _____

Title of Project: _____

Name(s) of Center Personnel Involved in the Activity: _____

Type of Activity (check one): Conference Presentation Special Project

Proposal Narrative (Attach pages):

1. Provide a complete description of the activity, including dates of the activity. (Limit of one page, double-spaced, 12 point font)
2. Describe how activity relates to mission of Center or Institute. (Limit of one page, double-spaced, 12 point font)

Proposal Budget (Attach budget page):

1. Provide a line item budget, itemizing allowable expenses which include: student wages, student fringe benefits, supplies, materials, and travel. Unallowable expenses include: faculty and staff compensation and equipment.
2. Provide information about any matching funds that also support the activity and identify the amount and the match source for each item.

Submission Instructions:

E-mail one copy of this application to jserio@iup.edu **4:30 p.m. on May 4, 2015.** (Hard copies may be mailed or delivered and must be received by the same date.)