Committee on Research Minutes
of the 12/11/13 meeting

Present: SuJeAn Choi, Steven Goldzwig, Jeanne Hossenlopp, Tim McMahon, Kristy Nielson, Chris Okunseri, Chad Oldfather, William Pink, Joe Schimmels, Robert Topp, Olga Yakushev

Also Present: Melody Baker (note taker), Kathy Durben (ORSP), Kevin Gibson (Grad School)

Excused: James Gardinier

The meeting was called to order by Dr. McMahon at 9:04 a.m. The order of the agenda was changed to start with the first topic of business to accommodate the guests from OMC. Reports will be given after that. The agenda was approved.

Reports:
Report from the Vice Provost for Research –
Dr. Hossenlopp reported that final budget cuts won’t be known for several weeks. Dr. Hossenlopp also announced that two of this year’s SFF’s were cosponsored by the Center for Transnational Justice.

Report from the Chair –
Dr. McMahon reported that COR officers met with UBGS officers to talk about agenda setting and planning the spring faculty forum.

Report from the Director of ORSP -
Ms. Durben shared a printed report from her area with members which was then reviewed and discussed. She also reported that ORSP is currently down one staff person.

Business:
Office of Marketing & Communication (OMC) – Dave Murphy and Tom Pionek -
Dave Murphy, VP for Marketing and Communication, introduced himself by describing his experience and saying he works with a team of 26 people with varying skills integrated to Marketing and Communication, and described some of the types of communication his office is charged with. Tom Pionek shared that he leads teams that work with websites and interactive communications, as well as campus magazines such as Compendium and Discover.

OMC uses a standing beat reporter system with liaisons for each college and school to seek out stories about faculty research. In addition, when producing Compendium, ORSP is consulted. Their office also recently implemented an online form for faculty submission of story ideas for Discover. They are open to other ideas. In answer to a question, Dave said there is presently no beat person for ORSP or the Grad School. Sending information from ORSP directly to Dave is the best way for now.

The committee discussed a range of topics with the OMC representatives. Key points included:
- The committee emphasized the need to better promote research internally and to external audiences.
- OMC’s relationship with the Journal Sentinel, and the ways in which stories are pitched to the media was a topic of interest. The committee also discussed the expert’s directory and agreed that if OMC could provide training for faculty on how to deal with media requests, it would be beneficial. There was discussion of the need for Marquette to actively promote research versus responding to media requests.
- One member noted that while serving on the university promotion and tenure committee and reading through the dossiers of faculty up for promotion, he was impressed by the body of work produced at MU that is never heard about. Members agreed that faculty are the worst self-promoters, and that while grants are important to promote, there is also other world class research that goes on at MU that no one ever hears about.
- The beat reporter system was discussed. Some committee members did not know who their college’s assigned contact person is, while others reported good connections. Having OMC representatives meet with departments and attend events was discussed.
- Use of additional interactive media such as short video clips was also suggested.

The committee indicated that it would be helpful to invite OMC to the COR/UBGS joint faculty forum on strategic planning in the spring semester.

The committee emphasized that research is, and has been, important at Marquette and we need to continue to find better ways to get the message out.

**Distribution of Haggerty Nominations** –

The Haggerty nominations were distributed and the ranking process was discussed.

**SFF/RRG results, suggestions for improvement** –

Competition results (#apps funded, $ amount funded) were reported. Members discussed the possibility of changing the process so that applications would be sent via email and stored on the Sharepoint site, to be read electronically. This would reduce paper use. A PDF document could be used for all but the abstract, which should be in Word for purposes of word counting. Most members seem agreeable to an electronic submission process.

It was asked if anyone has ever checked to see if COR is acknowledged in publications that come out of SFF/RRG awards, as required. It was suggested to have a survey 5 years out. This would be helpful to show the impact of awards. Pol Vandevelde’s recent Mercier book prize was highlighted as an example of the impact of the Way Klingler Fellowship program.

**Strategic Planning (continued)** -

The faculty forum was helpful last year and will be planned again for this spring. Dr. Gibson reported that Tara and Scott from the library have been helpful in internet searches for MU and got over 700 hits for journal articles published in 2012 after searching many databases. This is still not a complete publication list, however. Dr. McMahon asked to think of ideas about cluster topics to be used in faculty roundtables at the forum, and to think about, and
discuss what is going on across the university.  Discussion will continue at the January meeting.  

Dr. McMahon asked for the data that Dr. Gibson worked on (housed in the library) to be sent to members.

The meeting adjourned at 10:55 am.