Strategies for Successful Outcomes in Research and Fundraising

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Welcome to your “Home by the Sea”

Brief Introductions

Name, Current Department, Last Appointment, Research Area of Interest, Previously submitted a Grant
Leadership

Michelle Penn-Marshall, PhD
- Vice President for Research
- Associate Provost
- Dean Graduate School

To be named very soon
- Assistant Vice President for Research
- Director, Cancer Research Center
Developing a Roadmap for a Successful Research Career at Hampton University

1. Identify national area of need/compelling area of research interest
2. Write your research vision (SMART criteria)
3. Identify your research areas of priority (SWOT analysis)
4. Identify the research objectives to pursue
A Research Roadmap is Needed to:

1. effectively manage resources
2. provide daily guidance
3. ensure that your long term goals are met
4. enhance productivity
5. provide “peace of mind”
The Primary Components of a Research Roadmap

1. Compelling Problem/Area of National Need
2. Research Vision
   • (SMART criteria)
3. Research Areas of Priority
   • (SWOT analysis)
4. Research Objectives
   • (Important questions to be answered)
5. Significance of Research Objectives
   • (Value Added/ The hook)
Developing a Research Roadmap

- Vision
- Objectives
  - Priority Research Areas
- Significance
- Method
- Timeline
  - Funding
  - Publication Plan-Outcome Dissemination
STEP 1

• What National Area of Need/Compelling Area of Research are you Interested in Working on?
Considerations for Compelling Research, Ideas, Projects, Programs, Proposals

- Benefit to Societal Advancement
- Benefit to Human Health and Welfare
- Benefit to US Competitiveness, Environment, Economy
- Benefit to the Professional Discipline
- Benefit to the Research Knowledge Base
STEP 2

• Identify your Research Vision
• SMART Criteria
SMART CRITERIA FOR RESEARCH VISION

Specific: What exactly are you trying to achieve?
Measurable: How will you know when you've achieved it?
Attainable: Is it genuinely possible to achieve it?
Relevant: Does it contribute to your agency's revenue growth?
Time-bound: When do you want to achieve this by?
Important thoughts to ponder... and answer

The major societal problems that I am most interested in solving include:

Society would be a better place if the following were created:

My knowledge and expertise would be best applied to the following areas of study:

Society would be a better place if the following solutions were implemented:
Important thoughts to ponder... and answer

My discipline would significantly benefit from the following creations:

My discipline would significantly benefit from the following solutions being developed:
STEP 3
Identify your Research Priority Areas to Pursue: SWOT Analysis

• **Strengths**
• **Weaknesses**
• **Opportunities**
• **Threats**
STEP 4

Identify the Research Objectives to Pursue
• Important questions to be answered
• What are you trying to accomplish?

Significance of Research Objectives
• Value Added/The Hook
• Outcomes
Objective Formulation: 3 Basic Types of Research

1. Descriptive Research Study (general information about a certain factor)
   - Percentage of Hampton University undergraduate and graduate students who voted in the last Presidential Election
Objective Formulation:

3 Basic Types of Research

2. Experimental Research Study (usually analyzes the effect of or the relationship of multiple variable)

• What is the effect of consuming 10 grams of resistant starch daily in men and women clinically diagnosed with pre-diabetes
Objective Formulation:
3 Basic Types of Research
3. Evaluative Research Study (usually provides an evaluation or assessment of a certain product, process, or phenomenon)

- Has the program increased the knowledge of participants?
STEP 5

Plan the Research Methodology to be used

• What research methods will be used?
• What research variables will be tested?
STEP 5 (continued)

Plan the Research Methodology to be used

• What research equipment will be used?
• What experimental designed will be used?
• What participant group will be used?
• What control group or baseline testing measures will be used?
• What data collection instruments will be used?
Research Timeline

• How long will this take?
Research Funding Plan

• Do I need some money for this research?
• Who will pay for this?
• How much will it cost?
• Washington Office – Mrs. Linda Chastang, J.D., LL.M. lindaearleychastang@gmail.com
• Faculty Research Award
• Supplemental Awards (NIH)
Opportunities to Publish

• Journal Publications
  • Literature reviews
  • Discussion of conceptual ideas
  • Description of designs, theories, policies, practices, etc.
• Project outcomes
• Experimental results
Opportunities

Collaborators
Mentors
Evaluators
Grant Reviewer – NIH/NSF/HRSA
Editorial Review Boards
Sharing of Research Ideas
Next Steps

• Review “A quick guide to grant writing for MSIs.”
• Fingertip Facts
• Facilities documents
Questions