

Creating Public Impact: *What can the university do to better help you reach your external engagement goals?*

Office of **RESEARCH ENGAGEMENT**

Creating Public Impact in the Coastal Bend Community and Beyond



About the Presenter

Joe Miller, Director

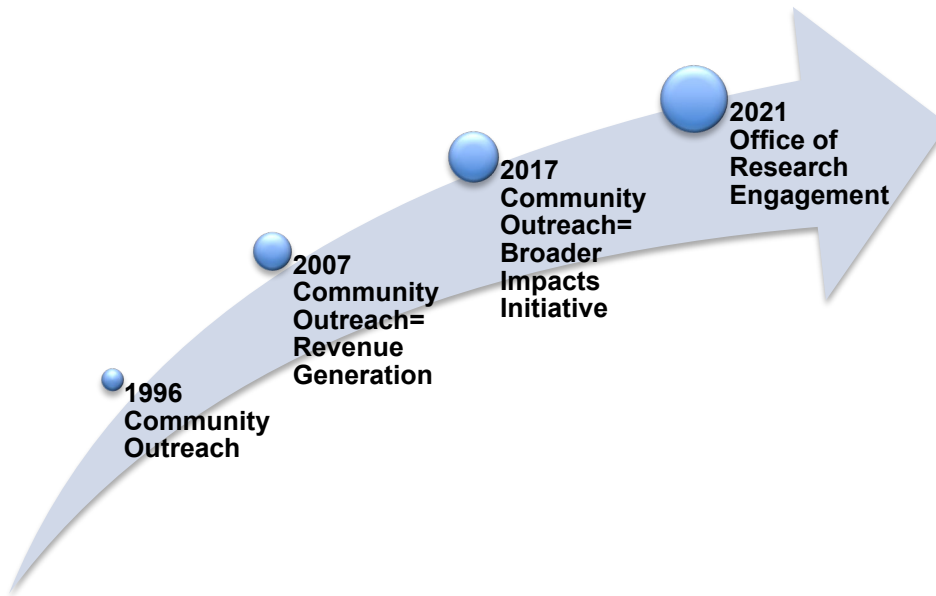


Post-graduate – 16 year career in administration of secure adolescent residential treatment centers.

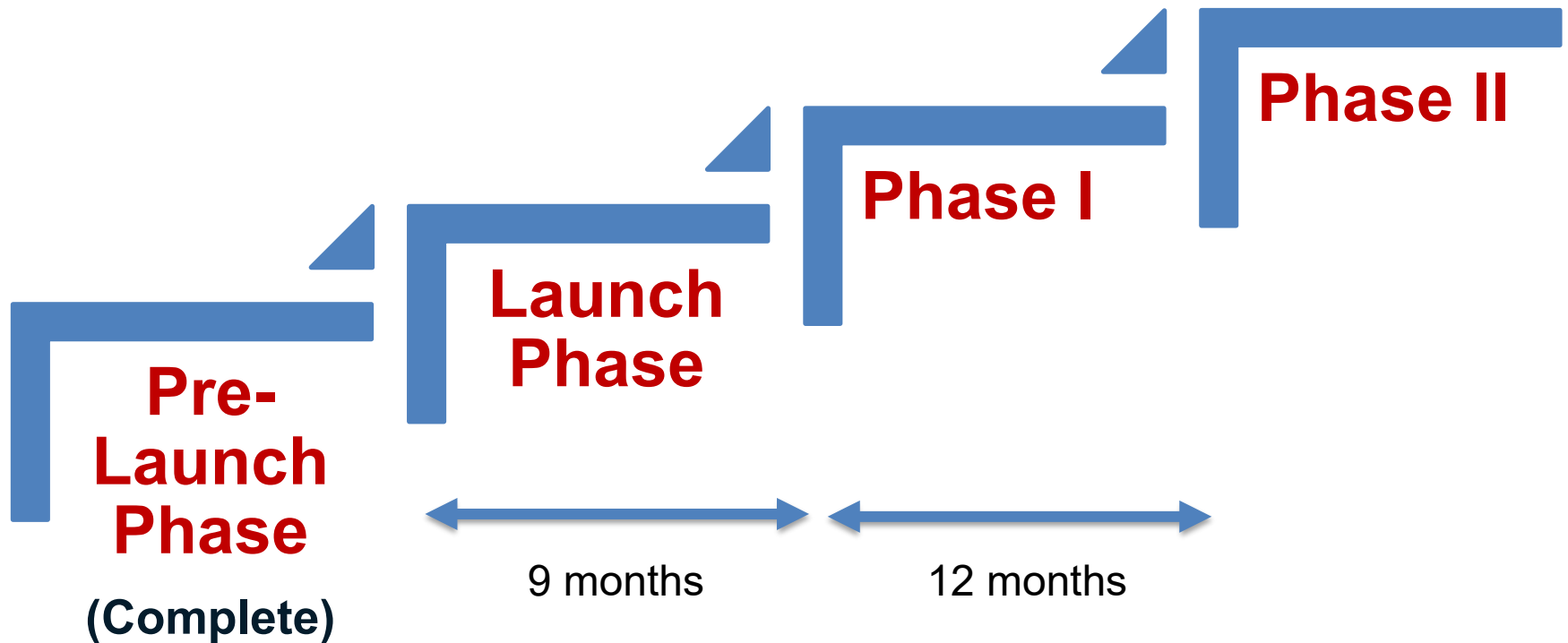
2004 – Began higher education career at TAMU-CC, with first position as a Co-PI on a \$250,000 per year federally funded violence prevention project.

Personal interest – community engagement and outreach to underprivileged and disenfranchised youth.

Historical Perspective-Office of Community Outreach to Office of Research Engagement



Office of Research Engagement (ORE) 4 Phases of Growth and Investment



Timeline is dependent on availability of resources.

Pre-Launch Phase Activity Examples

- Broader Impacts Initiatives
- Impact Multiplier Grant Program
- Broader Impacts Toolbox/Library
- Virtual Research Engagement Resources
- Community engagement/connection facilitation
- Campus Programs for Minors (Youth Initiatives)

Broader Impacts Initiative

- Broader Impacts can be defined as the potential to benefit society and contribute to the achievement of specific, desired societal outcomes. ORE seeks to develop and support a community of practice within TAMU-CC that's focused on being impactful by leaving a legacy in the community.
- BI Resources:
 - Library and Toolbox [Broader Impacts | Texas A&M University-Corpus Christi \(tamucc.edu\)](https://tamucc.edu/broader-impacts)
 - BI Activity Planning & Logistical Support.
 - Community Partnerships

Impact Multiplier Grant Program

- ORE offers Impact Multiplier Grants to foster and facilitate community engagement using TAMU-CC talent, knowledge and resources to create a positive impact on the community.
- Award Range - \$1,000 to \$7,500
- Dates
 - Applications opened November 14, 2021
 - Applications closed January 28, 2022. Selection process is underway.
 - The next round is forecast for earlier in the Fall 2022 semester.

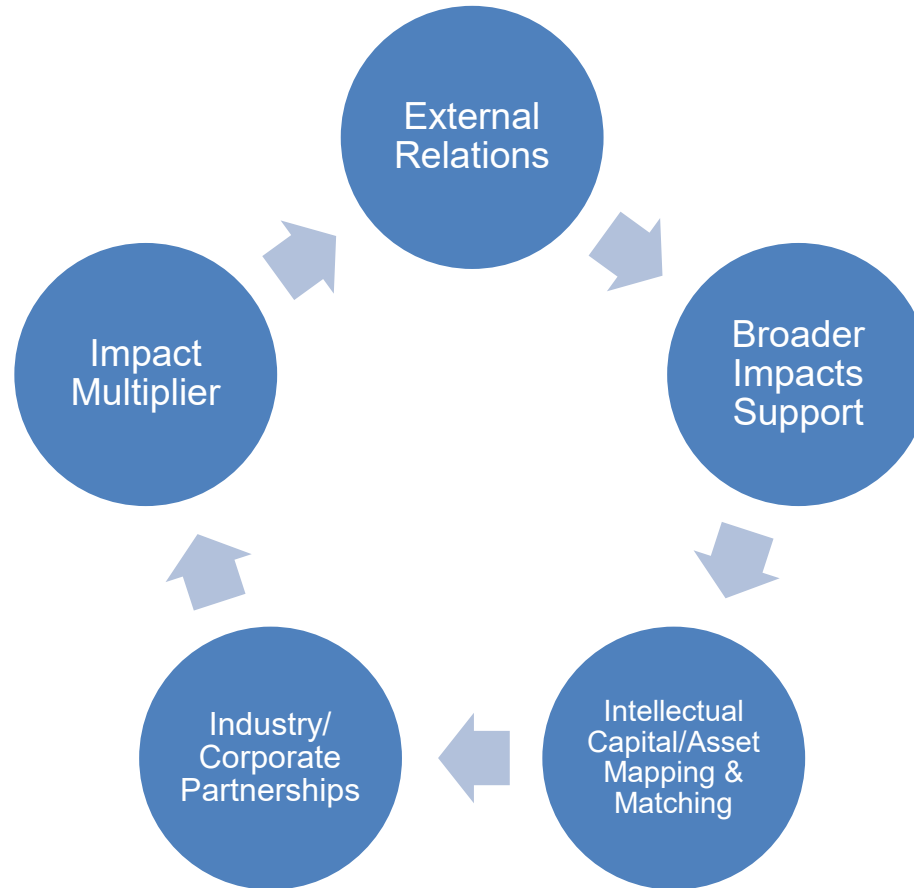
Examples: Desired Impact Multiplier Outcomes

- Enhanced engagement or interaction between TAMU-CC and the community
- Full participation of women, persons with disabilities, and underrepresented minorities in all professional fields
- Improved education and educator development at any level
- Increased public literacy and public engagement with education, culture, science and technology
- Improved health and well-being of individuals in our community (local, regional, national, or global)
- Environmental conservation and restoration
- Increased partnerships between academia, industry, and others
- Enhanced infrastructure for research and education

(Strong proposals will have a good potential for long-term changes that will continue beyond the initially funded activities.)

FAQ's at [Impact Multiplier Grants | Texas A&M University-Corpus Christi \(tamucc.edu\)](https://tamucc.edu/impact-multiplier-grants)

Research Engagement



Office of Research Engagement Overview



Serves as a research and community engagement hub.



Help to realize and enhance the public impact of the university through multiple programs and strategies.



Work closely with community stakeholders to identify relevant needs/opportunities and facilitate mutually beneficial connections with the appropriate university intellectual capital.

Launch Phase Activity Examples

- Office of Research Engagement Re-Branding: Websites, identity representation...
- Constituency Engagement (Reception/Focus Groups)
- Intellectual Capital Survey (Identify strengths and capabilities for research engagement and extension enterprise/consulting)
- Formation of Islander Impact Council (tie-in to both research engagement and extension services)
- Expanded Broader Impacts support (Impact Multiplier/Seed Funding)

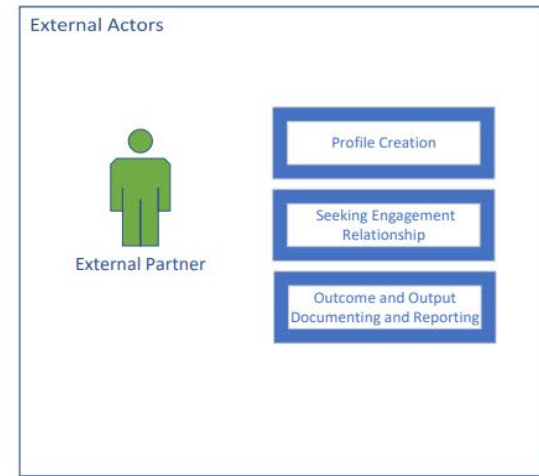
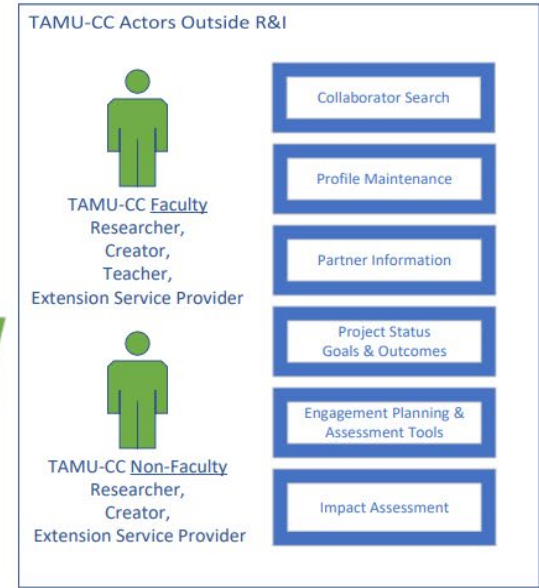
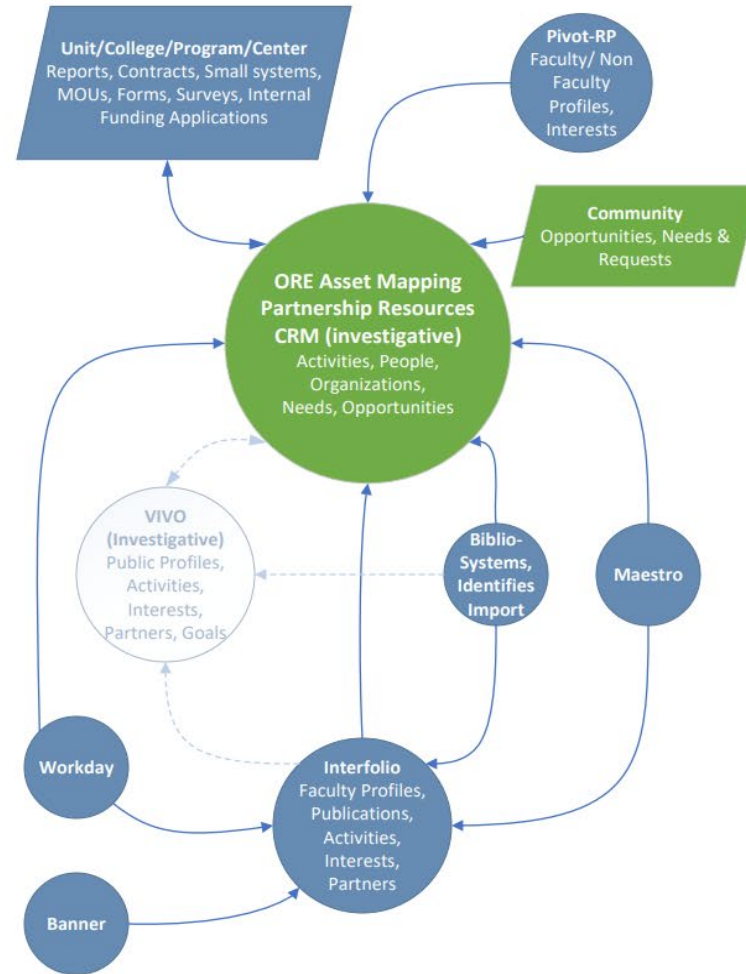
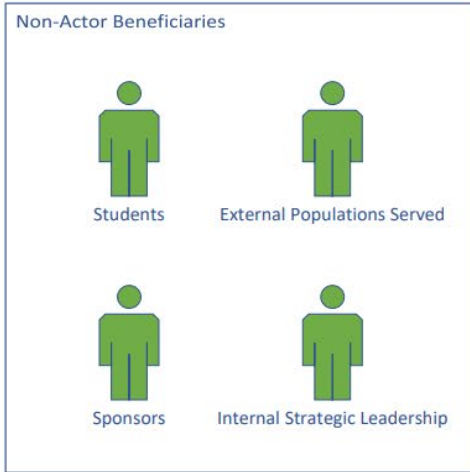
Phased Growth Plans: Islander Impact Council

- A) Promote coordination, consistency and positivity in the relations between the university and external individuals and entities.
- B) Collect and organize information regarding external needs and opportunities.
- C) Strengthen systems for tracking and assessing community engagement.
- D) Provide guidance and advice to senior administration regarding external relations strategies, needs and opportunities.

Phase I Activity Examples

- Establishment of a viable Island Extension Service
- Development of new external funding streams
- Integration of youth initiatives into the research enterprise
- Development of tools and activities for impact assessment
- Leverage and expand Impact Multiplier model
- Research engagement training, e.g. informal science, communicating research
- Development of interactive asset and relationship mapping tools

ORE Asset Mapping & Partnership CRM Potential in the TAMU-CC Research Information Ecosystem



Phase II Activity Examples

- Functional and sustainable eco-system of research engagement
- Established mutually beneficial corporate partnerships
- Documented contributions to TAMU-CC Intellectual Capital vision
- Full range of services and support for Broader Impact and research engagement project planning and delivery

External Engagement

- Select Examples: Existing Capacity
 - Youth Programs (program planning, oversight, community engagement)
 - Industry Partners (letters of support, funding partnerships)
 - Community Organizations (project partner matching, program sites)

Phased Growth Plans: Island Extension Service

The Office of Research Engagement as a Mechanism for a Flourishing Consultancy and External Training Enterprise.

- Serves as a 'clearing house' or point of contact for external constituents seeking intellectual capital in the form consultation or training. Identifies the most appropriate TAMU-CC resource.
- Assists with fee negotiations, contract development, billing and service delivery logistics. Helps ensure positive outcomes and service excellence standards.

Next Steps

Constituency Engagement

– Listening Tour (Internal and External)

What can the university do to better help you reach your external engagement goals?

Needs? Questions?

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