



UNIVERSITY OF WISCONSIN-WHITEWATER

OFFICE OF RESEARCH AND SPONSORED PROGRAMS

STRATEGIC PLAN 2005-2010

MISSION

The Office of Research and Sponsored Programs (ORSP) is a unit within the School of Graduate Studies and Continuing Education created to serve the scholarly and creative activities of faculty and staff. The ORSP mission is to facilitate the procurement of external support through research grants, contracts, and technical assistance agreements, to administer internal support for research, and to document and publicize the scholarly achievements of members of the University of Wisconsin-Whitewater community.

VALUES

As an academic service unit, ORSP is committed to the academic excellence of the University. As such, the ORSP values

- A broad definition of research and creative activity that includes the scholarship of discovery, the scholarship of learning, and the scholarship of engagement.
- The pursuit of knowledge in an environment that encourages free and open inquiry, academic achievement, scholarship, and creativity.
- The celebration of academic achievement.
- The importance of research experiences for undergraduate and graduate students.
- The collaborative nature of research.

VISION

The ORSP will

- Enhance the research productivity of the University.
- Increase external support of research.
- Celebrate the achievements of researchers.

GOAL 1: INCREASE EXTERNAL SUPPORT FOR RESEARCH		
STRATEGY 1A Administer the gift, grant, and contract application process.		
Activities	Resources	Outcome Measures
Process 2004-2006 internal (Academic Staff Professional Development, Faculty Development, Faculty Sabbatical) and intramural (System) grant applicants; increase by 15 percent the number of 2004-2006 intramural proposal awards that lead to extramural proposal submissions. (2004-2008)	PA FS	<ul style="list-style-type: none"> ▪ Number of proposals processed ▪ Number of awards received ▪ Percentage 2004-2006 intramural awards generating extramural proposal submissions ▪ Client survey data
Process external grant applicants and increase extramural proposals submitted during 2004-2005 by 30 percent (from 136 to 176) via 20 percent increase in face-to-face meetings with interested faculty/staff and development and implementation of Spring 2005 Get a Lunch, Get a Grant series. Create 2005-2008 targets and strategies based upon 2004-2005 data.	PA FS	<ul style="list-style-type: none"> ▪ Number of proposals processed ▪ Number of face-to-face meetings ▪ Percentage face-to-face meetings yielding extramural proposals ▪ Number of Get a Lunch, Get a Grant sessions ▪ Number/percentage Get a Lunch, Get a Grant session participants developing and submitting extramural proposals ▪ Client survey data
Review faculty satisfaction with services, maintain client satisfaction ratings (more than 90 percent very satisfied). (2004-2008)	PA FS GA	<ul style="list-style-type: none"> ▪ Survey results
STRATEGY 1B MATCH RESEARCHERS WITH OPPORTUNITIES FOR EXTERNAL SUPPORT.		
Activities	Resources	Outcome Measures
Provide support for researchers to meet with funding agencies and program directors. During 2004-2005, Identify three competitive proposal concepts and fund/coordinate meetings between project sponsor representative and university personnel. Create 2005-2008 targets and strategies based upon 2004-2005 data.	FS	<ul style="list-style-type: none"> ▪ Number of meetings ▪ Number of proposals submitted ▪ Number of awards received ▪ Client survey data
Create target list for high priority funding opportunities/projects. Conduct sponsor searches for all 2004-2005 listed projects. Create 2005-2008 targets and strategies based upon 2004-2005 data.	PA FS	<ul style="list-style-type: none"> ▪ List created ▪ Number of opportunities/projects identified ▪ of searches conducted ▪ Number of proposals submitted ▪ Number of awards received ▪ Client survey data
Conduct workshops on the grant process and proposal writing. Develop and implement Get a Lunch, Get a Grant series in 2005. Develop and implement web-based grant process and proposal writing tutorials during 2005-2006. Coordinate 5 one-on-one proposal writing sessions. Create 2006-2008 targets and strategies using data.	PA FS	<ul style="list-style-type: none"> ▪ Number of workshops offered ▪ Number of participants ▪ Number/percentage participants submitting proposals ▪ Number extramural awards received ▪ Client survey data
Establish a research fellows program and other forms of intensive support for proposal writing. Develop and implement RSPRO in 2005. Create 2005-2008 targets and strategies using data.	PA FS	<ul style="list-style-type: none"> ▪ Number of fellows ▪ Number/percentage fellows submitting proposals ▪ Client survey data

GOAL 2: UTILIZE INTERNAL RESOURCES TO MAXIMIZE RESEARCH PRODUCTIVITY		
STRATEGY 2A <i>Leverage intramural grant programs to secure extramural funding.</i>		
Activities	Resources	Outcome Measures
In coordination with the Academic Development and Academic Staff Professional Development Committees, process 2004-2006 internal (Academic Staff Professional Development, Faculty Development, Faculty Sabbatical) and intramural (System) grant applicants; increase by 15 percent the number of 2004-2006 intramural proposal awards that lead to extramural proposal submissions. Create 2006-2008 strategies and targets based upon 2004-2006 data.	PA FS	<ul style="list-style-type: none"> ▪ Number of proposals processed ▪ Number of awards received ▪ Percentage 2004-2006 intramural awards generating extramural proposal submissions ▪ Client survey data
Coordinate with the Dean of the School of Graduate Studies and Continuing Education to develop a new internal grant program to enhance faculty scholarly activity and the development and submission of grant programs (2005). Target a fraction of these funds specifically at seeding projects that will result in external support. Create 2005-2008 targets and strategies based upon this data.	L. Jones D. Ehlen	<ul style="list-style-type: none"> ▪ Program development and implementation ▪ Number of proposals processed ▪ Number of awards made ▪ Percentage intramural awards generating extramural proposal submissions ▪ Client survey data
Increase by 5 percent the total number of internal grants awarded in 2005-2006. Create 2006-2008 targets and strategies based upon data collected.	PA	<ul style="list-style-type: none"> ▪ Number of awards made
Develop a mechanism to assess the creation of research products from sabbaticals (2006). Create 2006-2008 targets and strategies based upon data collected.	PA	<ul style="list-style-type: none"> ▪ Mechanism developed and feedback solicited ▪ Client survey data
Maximize the use of System-wide resources in support of research by increasing the number of System proposals submitted by 15 percent and increasing by 5 percent the extramural dollars received from System in 2006-2007. Create 2007-2008 strategies based upon data collected.	PA FS	<ul style="list-style-type: none"> ▪ Number of proposals submitted ▪ \$ of awards received
STRATEGY 2B <i>Increase knowledge and support of intramural grant programs.</i>		
Activities	Resources	Outcome Measures
Coordinate with the LEARN Center to facilitate departmental and college support of research and reallocation of personnel in support of research (2006). Create 2007-2008 strategies based upon data collected	D. Ehlen S. Friedman J. Stone	<ul style="list-style-type: none"> ▪
Increase by 15 percent in 2005-2006 the number of intramural proposals submitted through targeted promotion (workshops, flyers, brochures). Create 2006-2008 strategies based upon data collected.	PA GA	<ul style="list-style-type: none"> ▪ Number of intramural proposals submitted ▪ Client survey data

GOAL 3: ENHANCE INSTITUTIONAL INFRASTRUCTURE FOR EXTRAMURAL SUPPORT		
STRATEGY 3A <i>Expand and strengthen university centers (Global Business Resource Center, Technology and Workforce Development Center)</i>		
Activities	Resources	Outcome Measures
Coordinate with the LEARN Center to assist Centers in the development of strategic plans with metrics for assessment by 2006. Create 2007-2008 strategies based upon data collected.	D. Ehlen S. Friedman C. Basu A. Coon K.P. Parboteeah D. Malewicki	<ul style="list-style-type: none"> ▪ Number of centers with strategic plans ▪ Number of centers with assessment plans ▪ Number of centers meeting strategic goals
Evaluate future funding needs of Centers (2006). Create 2007-2008 strategies based upon data collected.	FS C. Clements C. Basu A. Coon K.P. Parboteeah D. Malewicki	<ul style="list-style-type: none"> ▪ Funding plans developed ▪ Number of centers with future funding plans
Facilitate efforts by Centers to receive external support (2005-2006). Create 2007-2008 strategies based upon data collected.	FS C. Basu A. Coon K.P. Parboteeah D. Malewicki	<ul style="list-style-type: none"> ▪ Number of grant applicants ▪ Number of successful grant applications ▪ \$ total of external grants
Increase number of Centers (2006-2008).	D. Ehlen M. Skidmore R. Kashian M. Eiswerth B. Horton	<ul style="list-style-type: none"> ▪ Number of centers proposed ▪ Number of new centers created
Expand collaboration within and among Centers (2007-2008).	FS C. Basu A. Coon K.P. Parboteeah D. Malewicki	<ul style="list-style-type: none"> ▪ Number of centers sharing support services ▪ \$ savings related to shared services ▪ Number of collaborative proposals submitted
STRATEGY 3B <i>Improve pre-award and post-award services</i>		
Activities	Resources	Outcome Measures
Develop and implement ORSP staffing plan and budgeting (2004-2005). Create 2005-2008 strategies based upon data collected.	D. Ehlen	<ul style="list-style-type: none"> ▪ Staffing plan ▪ Approved budget ▪ Complete recruitment and hiring for 3 Graduate assistants, 1 Program Assistant 2, and 1 University Grants and Contracts Specialist (LTE) ▪ Client survey data ▪ Internal audit
Obtain faculty/staff feedback regarding pre- and post-award services through client survey, faculty forums, and focus groups. Develop a comprehensive plan to address identified weaknesses (2004-2005). Create 2005-2008 strategies based upon data collected.	D. Ehlen L. Jones N. Ottman S. Friedman	<ul style="list-style-type: none"> ▪ Client survey data ▪ Faculty forum summaries ▪ Focus group data ▪ Pre- and post-award service improvement plan

GOAL 4: DOCUMENT AND PUBLICIZE RESEARCH PRODUCTIVITY		
STRATEGY 4A Streamline reporting mechanisms		
Activities	Resources	Outcome Measures
Document and evaluate history of grant activity (2004-2008). Improve reporting procedures (2006-2007). Create 2007-2008 strategies based upon data collected.	PA Post-award	<ul style="list-style-type: none"> ▪ History created/enhanced and updated annually ▪ Analysis of past activity reported annually ▪ Client survey data
Establish and improve record keeping processes (2005-2006). Create 2007-2008 strategies based upon data collected.	GA	<ul style="list-style-type: none"> ▪ Records created and distributed periodically ▪ Client survey data ▪ Internal audit
Revise the format of the annual report of the Office of Research and Sponsored Programs. Assess distribution of report (2005). Create 2006-2008 strategies based on data collected.		<ul style="list-style-type: none"> ▪ Report published annually ▪ Distribution list evaluated and expanded ▪ Client survey data
Revise the process of internal reporting of research activities. Assess utility of research abstracts. Modify abstract format. (2007-2008).	PA GA	<ul style="list-style-type: none"> ▪ Client survey data ▪ Modifications completed ▪ Client survey data
STRATEGY 4B Upgrade and expand ORSP communication with stakeholders		
Activities	Resources	Outcome Measures
Upgrade and expand electronic communication. Activate and utilize email list serv (2004). Create 2005-2008 targets and strategies based upon data collected.	GA	<ul style="list-style-type: none"> ▪ List serv activated ▪ Number of list serve members ▪ Client survey data
Modify ORSP Web site (2005-2007). Create 2007-2008 strategies and targets using data collected..		<ul style="list-style-type: none"> ▪ Website modified ▪ Number of his/month ▪ Client survey data
Post and distribute research abstracts (2004). Create 2005-2008 targets and strategies using data collected.		<ul style="list-style-type: none"> ▪ Number of abstracts online ▪ Number of his/month ▪ Client survey data

GOAL 5: INCREASE COMMERCIALIZATION OF RESEARCH PRODUCTS AND ENHANCE LINKS TO REGIONAL STAKEHOLDERS		
STRATEGY 5A <i>Expand technology transfer opportunities</i>		
Activities	Resources	Outcome Measures
Identify opportunities for technology transfer and commercialization of research (2006). Create 2007-2008 strategies using data collected.	D. Ehlen D. Malewicki WiSYS	<ul style="list-style-type: none"> ▪ Number of research products considered ▪ Number of commercialization/technology transfer agreements signed ▪ \$ value of commercialization agreements ▪ Client survey data
Develop methods to link researchers with innovative business opportunities (2006). Link researchers with innovative business opportunities (2007-2008).		<ul style="list-style-type: none"> ▪ Policies and procedures developed ▪ Number of university/industry partnerships
Develop avenues for technical assistance agreements or contracts (2006-2007). Develop technical assistance agreements with regional business and government (2007-2008).		<ul style="list-style-type: none"> ▪ Develop and implement record keeping processes ▪ Record Number and \$ value of all TAAs

GOAL 6: ENHANCE CURRENT AND DEVELOP NEW ELECTRONIC RESEARCH ADMINISTRATION SOLUTIONS TO MAXIMIZE EFFICIENCY		
STRATEGY 6A <i>Expand technology transfer opportunities</i>		
Activities	Resources	Outcome Measures
Enhance Web-based resources (calendar of deadlines/events, forms, policies and procedures, etc.) (2005-2006). Create 2006-2008 targets and strategies using data collected.	GA	<ul style="list-style-type: none"> ▪ Resources developed and posted ▪ Number of hits/month ▪ Client survey data
Develop web-based proposal and award processing system (2006-2007). Create 2007-2008 targets and strategies using data collected.	GA PA Post-Award	<ul style="list-style-type: none"> ▪ System developed and piloted ▪ Number of hits/month ▪ Client survey data
Create discipline-specific grant opportunity resources through redesign of the ORSP Web (2005-2006) and launch of SMARTS (Spring 2005). Create 2006-2008 strategies and targets using data collected.	GA	<ul style="list-style-type: none"> ▪ Web redesign posted ▪ Number of hits/month ▪ SMARTS launched ▪ Number of faculty/staff enrolled in SMARTS ▪ Client survey data