OSU Research Agenda Focus Group Directive

Objective: Frame an OSU Research Agenda

Overview -- OSU is embarking on an exciting journey to transform the university into a top 15 land grant university by 2025. This transformation will change OSU’s size, productivity, effectiveness and, through the right vision and strategy, OSU will have a significant impact on Oregon’s economic vitality as well as contributing essential solutions to the most pressing research challenges globally. The process of attaining a top 15 position among land grant universities is guided by the Strategic Plan and the subsequent more detailed plans at all levels of the university. These plans and corresponding metrics serve as a roadmap for the university community and provide measures for accountability along the way. The research office supports and drives the faculty and graduate student research productivity, supports transfer of research to increase the overall impact through tech transfer and commercialization, and serves as a driver for external relations for the university including industry, government, etc. As such, a clear strategic alignment is needed for how the research enterprise will be a catalyst for achieving our goals.

The Challenge -- The OSU research portfolio has grown dramatically over the last decade. That growth is a direct result of the initiative, quality and attentiveness of the University’s research faculty. Continued expansion of research at OSU will depend, in part, on the institution’s ability to define the alignment of the research activities with the established strategic goals of the University, with sources of funding and with the competitive advantages of the state of Oregon: i.e. having a research agenda that is both goal-oriented and strategic. Absent such an agenda the research will probably grow, but in an ad hoc fashion without the synergies and leverage provided by strategic focus. With a strategic research agenda the growth can be accelerated and targeted to emerging opportunities, markets, and potential sponsors. The issue, therefore, is to define the research agenda for OSU, in alignment with the University’s Strategic Plan.

Approach: A two phased approach will be used to develop the research agenda. In phase I, the team will explore and define values that characterize the OSU community. From these values, research principles will be developed that define what will be done and the structure to support these actions. Finally, the team will explore the trends that influence how OSU can capture future research opportunities. Phase II will focus on a global vision for the research and steps to be taken to achieve our research principles and goals/metrics outlined in the strategic plan.
Meeting Agenda
Wednesday, Sept. 8, 3-5pm

Goal: Position the research agenda for alignment with the strategic plan by defining OSU values. In subsequent meetings define research principles and trends.

Introductions - Rick - 10 minutes
Committee Charge -- Rick - 15 minutes
OSU Strategic Plan -- Terri - 20 minutes
OSU Values - Terri -- 50 minutes
Summary and Next Steps -- Rick and Terri -- 20 minutes

Committee Members
Rick Spinrad
Terri Fiez
Mark Abbott (Oceanography)
Gail Achterman (INR)
Barb Bond (Forestry)
Julie Brandis (OSU Foundation, Corp. Relations)
Stella Coakley (Ag Sciences)
Anita Guerrini (CLA)
Rich Holdren (Research office)
Fred Kamke (Forestry)
Jeff McCubbin (HHS)
Skip Rung (ONAMI)
Brian Wall (Tech Transfer)
Mark Zabriskie (Pharmacy)
Building the OSU Research Agenda

Rick Spinrad, VP for Research
October 1, 2010
Initial Perceptions Driving the need for a Research Agenda

- Preeminent research
- Structure and philosophy for research unchanged
- Opportunities for connectivity
- OSU 2025 Strategic Plan
- Need for alignment
- Personal experiences at CORE, NAVY, NOAA
What is a Research Agenda and What it is Not

- **IS**
  - Statement of guiding principles:
    - Research priorities
    - Recruitment
    - Institutional investments
  - Vehicle for outreach/engagement
    - OSU leadership
    - Agencies
    - Legislators
    - Foundations
    - Industry
What is a Research Agenda and What it is Not

- IS NOT
  - Primer on research
  - Advertisement
  - Decision Aid
Two Phase Approach to Development of the Research Agenda

• Phase I: Values, Principles, Trends
  – Values
    • We value mentoring the next generation of leaders and creating solutions to a sustainable world to support quality of life.
  – Principles
    • OSU’s research thrusts should be clearly aligned with the Signature Areas of Distinction
  – Trends
    • Formula funding; commercialization; public/private commingling

• Phase II: Research thrusts
OSUF Board

• General guidance in strategic development
  – What works?
  – What audiences do we engage?
• Specific guidance in research “granularity”
  – How do we capture the right level of detail?
  – How best to connect to societal needs?
Rising Above a Gathering Storm
Revisited: Rapidly Approaching Category 5
What is a Research Agenda and What it is Not

...it is emphasized that actions such as doubling the research budget are investments that will need to be made if the nation is to maintain the economic strength to provide for its citizens' healthcare, social security, national security, and more. One seemingly relevant analogy is that a non-solution to making an over-weight aircraft flight-worthy is to remove an engine.”

Norman Augustine, et al., National Academy of Sciences, 2010