

Research@EMU



ALSO IN THIS EDITION

- EMU Receives Funding to Improve Arts Based Education in River Rouge Schools
- A Look at Professor Sheila Sasser's Sabbatical
- A Conversation with David Coppola, PhD, NSF Program Officer
- New People @ ORDA
- New ORDA Software Package for Research Proposal Submission and Award Management
- Updates, Deadlines, and Announcements

FROM THE DIRECTOR OF THE OFFICE OF RESEARCH DEVELOPMENT AND ADMINISTRATION

Welcome back! The Office of Research Development and Administration is excited to share with you a number of exciting items related to research, scholarly and creative activity and its support. First, Eastern Michigan University's sponsored activity in FY2015 was \$11.57 million. When excluding earmarks, non-competitive stimulus funding, and corporate training revenue, this is the highest single-year activity for grants and contracts at EMU. Much of this increase is due to an increased success rate. So, congratulations are due to all of the EMU faculty and staff members preparing and submitting proposals for externally sponsored projects. ORDA thanks you for your hard work and diligence. Another exciting item is the new internal research support program included in the new EMU-AAUP collective bargaining agreements-- Summer Research/Creative Activity Awards (SRA). The SRA is intended to encourage and support research, creative, artistic and scholarly endeavors of full-time tenured or tenure-track faculty at EMU during the summer months by providing summer stipends of \$12,000. Deadline for submitting applications to the department/school is October 15, 2015. SRA guidelines, applications materials, and reviewer form can be found on the [EMU Research Internal Funding Programs website](#)

One of ORDA's primary goals for this year is to increase outreach to faculty and departments. We will be doing this through a number of activities, including the continuation of the New Faculty Research Orientation scheduled for October 9, regular ORDA workshops, as well as hosting and organizing meetings around specific funding themes. ORDA would welcome an opportunity to attend department or college meetings to provide an overview of ORDA services and hear about the research, creative, and scholarly interests of faculty.

We look forward to serving the University campus this fall and supporting your efforts and interests as they related to research, scholarly, and creative activities.



EMU RECEIVES FUNDING TO IMPROVE RIVER ROUGE ARTS BASED EDUCATION



By Lee Schwingamer

In partnership with the River Rouge School District, Eastern Michigan University Department of Teacher Education will receive approximately \$1.4 million of a \$2.2 Million U.S. Department of Education grant to support collaborative efforts to improve educational outcomes by integrating arts based education into the core subjects of math and language arts. The project will be to enhance, expand, document, evaluate, and disseminate an innovative and cohesive model of standards-based arts education into elementary and middle school reading and mathematics instruction for students of color and low socio-economic status utilizing a controlled research model.

River Rouge, where the project will take place, has gone through a rapid and almost complete transformation within the last few decades. Bordering Southwest Detroit, population loss due to a lack of businesses and jobs has shifted demographics and destabilized the area so that people and communities, especially children and young people, have been greatly affected. In 2012 the high school graduation rate of River Rouge High School was 60.9% (compared with 76.24% for Michigan overall) while the average population of adults over the age of 25 without a high school diploma was 27%. While there are still proud, long term residents, these realities challenge the city to create a sustainable community. The dramatic changes that River Rouge have undergone lends itself as a testable site for educational innovations.

One of the ways the grant proposes to do this is improve students' motivation and achievement involving arts based education by addressing the lack of awareness and implementation of arts-integration instruction by teachers. Based on the research of Catteral (2009) and Burnaford, Scrip, and Paradis (2012) who found arts based education to be beneficial to increase general academic success, a short-term outcome of the project is to increase a teachers' ability to integrate standards-based art (and media art) education into their English/ Language Arts (ELA) and math instruction. In the long run, the project aims to develop a variety of curriculum and instructional products as well as "artifacts of student learning" (a documentation of "what works") to begin working towards developing strategies for reducing the achievement gap and improving social/emotional development across Michigan. Professional development consists of weekly visits to schools by technology, art-integration and math methods instructors who are EMU faculty working with small groups of teachers. EMU art faculty will be visiting sites as well, with the purpose of showing their art, talking about their thinking as an artist, and walking elementary and middle school students through a lesson designed to illustrate their media focus. The members of the learning community will include art, (ELA), and math teachers, as well as

art-integration and math methods instructors, Eastern Michigan University Technologists, teaching artists, faculty and teams of elementary and middle school literacy, cultural competency, ELA and math interns. Along with visits during the school years, there will be a summer art-integration institute, 5 artists workshops, and 20 lessons co-planned by teachers and projects staff and co-taught by art, ELA (or math) teachers, art-integration instructors, and ELA/math interns. During each of the four years of the grant, 3 pairs of elementary ELA preservice teachers and 3 pairs of elementary mathematics preservice will develop and present art-integration lessons at Ann Visger Elementary School in River Rouge on 20 Fridays. An additional team will also be working with Sabbath Middle School. These preservice teachers work with project staff and teachers to develop and teach their lessons. The district was also able to hire a certified art middle school teacher with funding from the grant; whereas there was not a middle school art teacher previously for many years due to budget cuts.

Data and artifacts will be shared via a number of different online applications along with the more traditional means of dissemination. The hope is that through the River Rouge project, a sustainable model will be developed and available for the improvement of social conditions through a more thorough, comprehensive and engaging standards of arts education.

PROFESSOR SHEILA SASSER'S SABBATICAL: EXPLORING CREATIVITY IN STOCKHOLM, AMSTERDAM, AND THE CARIBBEAN

Dr. Sheila Sasser began studying creativity and motivation after running an advertising IMC agency business unit in New York for IPG, Interpublic Group of Companies Lintas now Lowe: Campbell-Ewald), as the youngest and only female Managing Director. Breaking even more barriers, Sasser was then recruited by Omnicom BBDO agency and reported to the CEO of North America at Batten, Barton, Durstine & Osborn offices in New York and Detroit. As an MBA strategic marketing business graduate focusing on international technology, the creative area was mysterious and subjective. Sasser hoped to develop a predictive creativity formula (culminating in a 2003 Journal of Advertising Research article). Her EMU sabbatical allowed her to explore the impact that culture has on creativity motivation by conducting both qualitative and quantitative research in Sweden, Amsterdam, and Puerto Rico. These markets were selected based upon the presence of global and local agencies with diverse cultures, organizational structures and language differences, not to mention free housing and support.



During Fall Semester 2014, Sasser was a visiting professor at the Stockholm School of Economics and she conducted research in Sweden, developing survey measures of organizational culture and creativity that may impact innovation, transparency and other behaviors in firms. Field work included participant observation meetings with creative advertising agencies and depth interviews with award winning creative directors along with presentations and doctoral student seminars. Dr. Sasser met with dozens of agency executives convincing them to fill out her empirical surveys that had been translated by Swedish

doctoral students to ensure consistency. Collaborating with colleagues, she continued working on several journal manuscripts on creativity and social media, as well as submitting peer reviewed conference presentations for the American Marketing Association/ American Collegiate Retailing Association (AMA/ACRA), and American Advertising Association (AAA) Conferences in the United States and New Zealand. Dr. Sasser has three peer reviewed journal publications for 2015 and 2 peer reviewed research annual book chapters, in addition to three conference proceedings, so it was a very productive sabbatical.

In between her Visiting Professorships in Stockholm and Amsterdam, Sasser was invited to the University of Puerto Rico to give a faculty presentation about the impact of creativity in the economy. It was also an opportunity to fast forward the development of the Spanish cross-cultural version of the survey with Spanish collaborator Dr. David Roca of University Autonoma Barcelona and Puerto Rican colleagues. One of the highlights of her Puerto Rico research weekend was to have a VIP historical overview of how the Caribbean Rum Culture impacted the Bacardi Brand as it moved from Cuba to Puerto Rico and other islands during the Castro era. "It was fascinating," she explains, "to understand the background [of Bacardi], since they were one of my advertising clients at one point in the New York agency, so many things come full circle, as you see."

During winter semester 2015, Sasser was hosted by the University of Amsterdam ASCOR where she was appointed by the board as a prestigious Stichting Wetenschappelijk Onderzoek Commerciële Communicatie (SWOCC) Fellow. SWOCC is a foundation based at the University of Amsterdam that supports important research that impacts industry and academe. SWOCC consists of a consortium of the top businesses in the Netherlands, including agencies, brands, and client firms. Another full circle moment included her interview of legendary BBDO Europe Founder Giep Franzen, at his home near Amsterdam. As part of this SWOCC honor, she is also writing a book about cross-cultural creativity in the Netherlands. The book is one of the new outcomes of this sabbatical, in addition to her journal articles and conference proceedings. This SWOCC fellowship funds expenses for another trip to Amsterdam later in the year to continue her progress on this important work.

A CONVERSATION WITH DAVID COPPOLA, PHD, NSF PROGRAM OFFICER

By Jennifer Glass, PhD, Research Development Officer

Last year, I had the good fortune to spend some time on the phone with Dr. Coppola, who was a Program Officer at the Division of Integrative Organismal Systems, which is in the Directorate for Biological Sciences, National Science Foundation. I was specifically interested in the advice on grant writing he would offer to our faculty at Eastern, a primarily undergraduate institution (PUI). Here are some of the highlights:

First of all, the rate of participation by PUIs is very low and seems to be dropping. **This is good news!** Program officers would like to include PUIs in their portfolio of funded research and this means that your proposal will be competing against just a few other PUI proposals. The take home message here is to make sure you clearly mark that your proposal is from a PUI (ORDA can help you with this).

Second, talk to your program officer! We have all

heard this before, no doubt. Dr. Coppola gave several reasons why it is important. One reason is that NSF is not a highly standardized organization. Each directorate is very different and even within directorates there can be a lot of variability in the programs. A program officer can help you find your way. Another reason is that there are "many doors at NSF besides the typical science proposal" and Dr. Coppola thought it was important to knock on as many that you are eligible for. Some examples are Improving Undergraduate STEM education grants, Research Instrumentation grants, and Career Awards to name a few. The program officer most closely related to your area of research can help you learn more about these. Dr. Coppola also offered advice on crafting your NSF proposal. One very important point is that the Broader Impact section is critical and should not be left to the last minute to writer (ORDA can help you with this too!). You need to think about this just as much as the science in your proposal. You cannot assume that just because Eastern is a PUI with a diverse student population that you have this covered. You need a specific plan that addresses factors such as increasing participation, outreach to under-represented students, and contributing to a pool of well-educated STEM workers. Assessment tools for tracking how well you are doing with your broader impacts are important. Make sure to talk specifically about the experiences students have in your research lab.



Another issue to consider is feasibility. The environment must be suitable for the proposed work, and proposals from PUIs often run into feasibility problems. Dr. Coppola warns: "**make sure you have no cracks in feasibility!**" Make it clear in the proposal that you have what you need to get the job done. If you do not have the skill, get a collaborator who does, or hire the talent. Collaboration with a major institution is a great way to overcome feasibility issues.

NEW PEOPLE @ ORDA

Meet Jennifer Glass, PhD, ORDA's Research Development Officer:

With a background in research and grant writing, consulting, teaching, coaching and event planning, Jennifer has been the ORDA's research Development Officer since last October. As the RDO, she is tasked with supporting faculty research through workshops, coordinating and conducting editing and quality reviews services and managing proposal development for larger projects. In addition, the RDO must maintain an in-depth knowledge of faculty research interests and capabilities, sponsors trends and needs, and serve as a liaison between EMU and funding agency program officers. Faculty can seek help from the RDO at any stage of their proposal writing: from a fuzzy idea to responding to reviewer critiques!



Meet Melinda Marion, ORDA's Tech Transfer and Research Technology Development Officer:

With a background in Intellectual Property Management and Competitive Intelligence from the defense and automotive industry, Melinda has been with ORDA since last November. Melinda is tasked with supporting university technologies by identifying resources within and outside of EMU, building and engaging in relationships that will effectively utilize those resources, and lead to research opportunities as well as the transfer of



technologies into commercial application. An ongoing effort is underway to increase industry's awareness of EMU research capabilities.

Meet Tracy Pytlak, Administrative Assistant II, The Graduate School:

Tracy started out at Eastern Michigan University in 2006 in the Payroll Department as a Payroll Specialist. Since last November she has been with the Graduate School as the Administrative Assistant II where she manages the internal awards such as: the Provost's New Faculty Awards, Sabbatical Leave Awards, Faculty Research Fellowships, Undergraduate Research Stimulus Program Awards, Provost's Research Stimulus Awards, and Dedicated Time for Scholarly. She has found this change to internal awards and her work enriching the campus community through research funds to be very inspiring.



Meet Chris Kropelnyckj, ORDA's Pre-award Officer:

With a background in grants management in state government and higher education, Chris returns to EMU as a pre-award ORDA officer assigned to the College of Arts and Sciences, humanities, social sciences and the College of Technology. As the Pre-Award Officer, she is tasked with building relationships with faculty and staff, notifying them of program announcements, and supporting the submission of proposals for external funding. Chris is excited to return to EMU and to work on proposal development. Chris joins two other Pre-award Officers at ORDA.



NEW ORDA SOFTWARE FOR RESEARCH PROPOSAL SUBMISSION AND AWARD MANAGEMENT

Over the last several months ORDA has been implementing a new web-based system to provide better support for developing, submitting, and managing applications for research and other external funding. The new software is available to all faculty and staff involved in externally-funded proposals and projects, as well as Department Heads, Deans, and others. This system, the Evisions Research Suite, is comprised of several parts. Here is a brief description of some important pieces of the system, plus their benefits and intended uses:

The Cayuse 424 module is an easy-to-use web application that simplifies the creation, internal review/approval, and electronic submission of federal grant proposals. Benefits of using Cayuse 424 include an agency-specific error checker for federal grant proposals, which helps to ensure a successful submission the first time.

This module provides a system-to-system submission process that takes the place of grants.gov files and



works with the other pieces of the Suite and EMU's information. Investigators will be able to maintain a professional profile in Cayuse 424 that can be used to easily fill in various application components, thereby streamlining the application process. PI's can load NIH or NSF biosketches and their contact information and the information will be fed into new applications as

needed. Cayuse 424 also features easy to use reporting functions (Cayuse Analytics for 424) that will be very useful to PI's, Department Heads, Deans, as well as ORDA. Proposal and award materials will be maintained in the Cayuse system for future reference.

The Cayuse SP (Sponsored Projects) module is a sponsored projects information management system, a flexible, user-friendly web application designed to reduce complexity of the necessary processes, improve workflow between offices, and provide a thorough yet transparent record of required project details from proposal creation to award close-out. Cayuse SP provides an effective tool to handle the internal EMU management components of sponsored research projects from proposal preparation to award close out. This includes the routing of proposals for internal approvals by department heads, deans, etc., before submission to the sponsors. Hence, this module replaced the transmittal forms and orange folders that were a mainstay of ORDA's processes for about 20 years. Cayuse SP enables EMU faculty and staff to keep track of all projects on which they are named, via their Cayuse SP "Dashboards" for proposals and awards. We have successfully rolled out the internal routing components, and they have been well received as "easy-to-use" by virtually everyone who has tried them.



ORDA will be offering workshops in Winter 2016 about Cayus 424 and CayuseSP. See www.evisions.com for additional information on the Evisions Research Suite.

NEW SERVICE@ORDA

CONSULTATION ON RESEARCH STATISTICS IS NOW AVAILABLE!

The Office of Research Development and Administration (ORDA) is now providing statistical support and research design assistance to faculty, lecturers, graduate students*, and other research personnel.

Assistance with identification and application of statistical theories and methods of research designs; design of surveys, questionnaires and experiments; analysis of data and use of statistical software for data analysis and presentation; and tests for reliability and validity of data is available.

So far, this service has been very popular!

ORDA would like to thank Professor Joseph A. Scazzero, Ph.D., Faculty Associate for his consulting services during the Winter 2015 semester and for presenting the popular SPSS workshops.

**Graduate students must be working with faculty on independent research projects and theses with the goal of publication of results (support is not provided for classroom projects or homework assignments).*



**APPOINTMENTS CAN BE
SCHEDULED BY EMAILING
ORDA.STATS@EMICH.EDU**

FALL 2015 WORKSHOP SERIES

Each workshop will be held twice:

Monday 12:30-1:30 and Thursday 12:30-1:30 at ORDA (200 Boone)

For more information contact [Jennifer Glass](#), Office of Research Development and Administration

APPLYING FOR AN UNDERGRADUATE RESEARCH STIMULUS PROGRAM AWARD

This presentation will help faculty mentors help their students navigate the application for the Undergraduate Research Stimulus Program (URSP) award. The URSP assists undergraduate students initiate a collaborative research project or creative activity with a faculty mentor. In addition, keys to writing a competitive proposal as well as insights into how proposals are scored will be discussed. **(September 22 OR 25)**

FINDING FUNDING OPPORTUNITIES

This workshop will provide a brief overview of the whys and hows of identifying appropriate funding sources for research. We will also present information regarding some of the services provided by ORDA. A demonstration of a variety of resources, including the various search engines that ORDA subscribes to, will be performed. **(October 5 OR 8)**

HOW (AND WHY) TO WRITE A WHITE PAPER

In this workshop we will cover the questions of "What the heck is a White Paper?" and "What do I say in a White Paper?" Step by step instructions for constructing a Specific Aims page (the NIH version of a White Paper) will be given. **(October 12 OR 15)**

WRITING PROPOSALS FOR FOUNDATIONS.

Applying to a foundation for grant funding can be very different than writing proposals for federal funding agencies. In this workshop we discuss why this is, how to tailor your foundation proposal to be competitive, and how to best utilize the assistance of development officers in ORDA and the EMU Foundation. **(October 19 OR 22)**

WHEN, WHY, AND HOW TO INTERACT WITH A PROGRAM OFFICER

Program Officers are among the most important people in your life as a grant writer. Come to this workshop to learn about who program officers are, when they prefer to be contacted, and how to navigate this key relationship. **(November 2 OR 5)**

YOU GOT THE GRANT, NOW WHAT?

Once an award is received, ORDA's Post-award Managers will assist the Principal Investigators in the administrative tasks required to spend the funds. In this workshop, we will discuss how we can help with budget review, reporting requirements, spending procedures, expense allocation, hiring and paying project personnel, and more. **(November 16 OR 19)**

THE REVIEW PROCESS

In this workshop, we will describe in general terms the sponsor's process for reviewing proposals, including foundations, federal agencies, and corporations. In addition, we will discuss the specific case of peer review, tips for proposal writers to make reviewers happy, and major reasons why proposals fail **(November 9 OR 12)**

PATENT BASICS:

This workshop is designed to provide basic information to anyone interested in knowing more about the patent process. Some of the areas discussed will be types of applications, filing practices and how to read an issued patent. No prior knowledge in the area of intellectual property is necessary. The workshop will conform to the audience, so bring your questions. It is a quick and easy way to gain an understanding before you come up with that next big idea. Hope to see you there! **(November 30 OR December 3)**

ORDA HAS A NEW WEBSITE!



The Office of Research Development and Administration is proud to announce the launch of its new website, www.emich.edu/research/. Now, EMU's home for Research not only offers a great increase and improvement in resources and information, but also acts as a single venue for ORDA, the office of research compliance, and office of technology transfer with a modern, sleek, new format. Designed with accessibility and its flexible dynamics in mind, the new research site no longer possesses the feel of an internally focused, intranet relic but offers forum and exhibition beyond its stores of policy and resources. Whether you're tackling a complicated grant or just curious what the EMU community is busy working on, this is the place! [Get to know the faculty better through video profile section.](#) [See what events and workshops are scheduled.](#) [Take a look at our publications.](#) It's never been easier.

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NEED FUNDING FOR YOUR GOOD IDEA?

**Apply for a 2015 Women in Philanthropy
at EMU Grant by Sunday, October 11!**

EMU faculty, students, staff and alumni
are eligible to apply for up to \$5,000 for
research or project support.

emich.edu/wip-emu

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