MINUTES OF THE RESEARCH SUBCOMMITTEE

CALIFORNIA STATE UNIVERSITY, FRESNO

5200 N. Barton Avenue, M/S ML 34   
Fresno, California, 93740-8014

Office of the Academic Senate

Ext. 8-2743

October 1, 2019, 1:00 p.m.

**Members present**: Sankha Banerjee, Tamás Forgács, Rohan Jadhav, Jenna Kieckhaefer, Anil Shrestha, Keith Story, Vang Vang, Wes Wise

**Members absent**: James Marshall, Gitima Sharma

(1) Approval of agenda (MSC).

(2) Approval of the minutes of 9/3/19 (MSC).

(3) Communications and Announcements

(a) Introducing Ashley Ilic and BoNhia Lee, work with branding for the university, including the visual elements like photographs and video.

(4) Discussion items

(a) ‘Research in my discipline’ campaign (Forgács). The job of this committee is to help and promote research on campus. We thought that it would be a good idea to take on the task to try and explain what research in other disciplines entails, perhaps in 3-5 minute videos (the shorter the better). The end product might be a video montage of these videos. These videos could also be helpful in securing donors. We are looking for direction in how we should go about this project. We are thinking about an internal campaign (for fellow faculty, perhaps for RTP purposes) and then an external campaign (for laypeople). The university newsletter for faculty (Campus News) comes out every week in the school year and every two weeks in the summer, which could be a good place to publish, which is sent to 5,000 email addresses, which 35% open. If we are doing videos, we need to make sure it’s compelling video (like engineering or science, vs. computer work). An external campaign could focus on misconceptions, like students working directly with faculty or faculty getting nationally competitive research grants. A member suggested a “FresnoState\_Research” Instagram account, perhaps housed in Research and Graduate Studies. There are many accounts on campus, and 50 followers would not really be worth the time. We would need a clear goal and vision for Instagram, and this project in general. Ashley agreed that doing the internal campaign first would be easier to begin with, to address misconceptions and explain what we do. We need to provide them (Ashley and BoNhia) with the who, what, when, where, and why. Additionally, if we do a video, letting them know what visuals we have in mind. If there aren’t compelling visuals, then we could do written stories. A member of the committee brought up PhD Comics, and how explaining research with animations or cartoons can be entertaining as well. Another member of the committee said he would see if Fresno State has an animations person. We concluded the meeting with deciding to create a Google Team Drive as a place to house ideas and communicate with one another as we figure out what we want to do for this project.

(5) The meeting was adjourned at 1:55 pm.

(6) Tabled Items

(a) CSU systemwide research competition review process/criteria (Kieckhaefer).

(b) Day of Giving – Research related subcategory.