“Building a Culture of Evidence at Prairie View A&M University: Being Better than Best and Proving It”

Closing the Loop In Assessment: Setting the Example in Research and Development

Willie F. Trotty, PhD, Vice President
Elizabeth Noel, PhD, Associate Vice President
August 14, 2007
Mission Statement

To help identify (find), and obtain resources (financial, human, technical) to support teaching, research, and service components of Prairie View A&M University.

- To provide executive leadership for research and development activities at the University.

- To work collaboratively with University personnel (faculty, staff, administrators) in identifying and prioritizing research, sponsored programs and development activities.
RESEARCH AND DEVELOPMENT
“BUILDING CAPITAL THE OLD FASHION WAY: EARNING IT”

• GOAL 1: Increase applied and basic research.

• GOAL 2: Strengthen University advancement programs, including fund-raising.
GOAL 1: Increase applied and basic research.

Objectives:

1. Enhance the research environment and expertise of faculty and staff.
2. Align university research goals/priorities with federal, state, and industry goals and needs.
3. Enhance pre- and post-award services to the University research and sponsored program community.
4. Increase funded research [and funding for sponsored programs].
5. Increase the number of faculty FTE producing research/scholarly and creative works.
GOAL 1: Increase applied and basic research.

- Objective 1: Enhance the research environment and expertise of faculty and staff.
  - Outcome Expectation 2: Identify financial resources to initiate research/sponsored program development activities for at least one tenured or tenure-track faculty member in each College/School not currently involved with an active research and/or sponsored program activity.

- Measure of Success 2: A minimum of eight individuals (one from each College/School) has prepared a proposal for submission to an external funding source.
GOAL 1: Increase applied and basic research. (continued)

- Objective 1: Enhance the research environment and expertise of faculty and staff.
  - Findings along the Way (Milestones) 2: Research priorities not clearly identified by programs. Work load of faculty not conducive to the commitment of time needed to develop a proposal for external funding.
  - Strategy Changes/Corrective Actions 2: Reaffirm research and sponsored program priorities for each unit. Develop and utilize as application process to identify individuals within units genuinely interested in proposal development.
  - Results/Use of Results 2: Activity in progress. No results to date.
GOAL 1: Increase applied and basic research.
(continued)

- Objective 1: Enhance the research environment and expertise of faculty and staff.
  - Outcome Expectation 5: Reaffirm implementation of the University Committee on Research (UCOR) to enhance interactions among institutional entities.
  - Success Measure 5: Committee membership has been identified and committee is actively involved in improved communication among institutional entities.
GOAL 1: Increase applied and basic research.

(continued)

• Objective 1: Enhance the research environment and expertise of faculty and staff.
  – Findings along the Way (Milestones) 5: Experiences with existing regulatory compliance committee members indicates that individuals are not properly recognized or rewarded for committee participation. Therefore, too often participation is minimal and dissemination of information regarding the level of work involved in regulatory compliance is not transmitted to supervisory personnel.
  – Documented Evidence of Success 5: UCOR and other required research regulatory compliance committee memberships will rotate more frequently than currently occurs.
GOAL 1: Increase applied and basic research. (continued)

- Strategy Changes/Corrective Actions: Participants will be afforded varied opportunities for specialized training at both on-site and off-site sessions. Documentation of member participation will be provided via meeting minutes and internal committee assignments for inclusion in annual performance review documents.
- Results/Use of Results: Successful implementation will expand the pool of individuals agreeing to participate in committee activities. Success breeds success.
GOAL 2: Strengthen University advancement programs

Objectives:

1. Meet or exceed expectations associated with the current Capital Campaign.

2. Continue to implement the fundraising model and university advancement model developed from the planning study and refined by Ketchum’s progress reviews of EXTEND THE VIEW: The Capital Campaign for Prairie View A&M University.

3. Enhance corporate relations through Industry Cluster publications that show the strength of corporate partnerships at the University.

4. Prepare and train for business continuity.
Research and Sponsored Programs Components

- Office of Sponsored Programs
  Ann Craddock Manager
  - Pre-award activities
  - Post-award activities
- Research Compliance
  Marcia Shelton, Compliance Officer
- Title III Programs
  Lora Williams, Director
- The Prairie View A&M Research Foundation
  Robert Effinger, Administrator
- DoD Support Contracts/Activities
Research and Sponsored Programs Committees and Boards

- Institutional Review Board (IRB)
- Institutional Animal Care and Use Committee (IACUC)
- Institutional BioSafety (IBS)
- University Committee on Research
Launch of STS-118
Kennedy Space Center
August 8, 2007
### Funded Research and Sponsored Programs (By Disciplinary Fields)

<table>
<thead>
<tr>
<th>University Unit</th>
<th>Dollar Amount</th>
<th>University Unit</th>
<th>Dollar Amount</th>
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<tbody>
<tr>
<td>Agricultural Sciences</td>
<td>$8,056,610</td>
<td>Psychology</td>
<td>$ 81,400</td>
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<tr>
<td>Biological Sciences</td>
<td>$1,134,883</td>
<td>Social Sciences</td>
<td>$ 658,503</td>
</tr>
<tr>
<td>Computer Science</td>
<td>$ 51,995</td>
<td>Other Sciences (chem,Physics)</td>
<td>$1,780,628</td>
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<tr>
<td>Engineering</td>
<td>$5,288,577</td>
<td>Arts and Humanities</td>
<td>$ 131,522</td>
</tr>
<tr>
<td>Environmental Sciences</td>
<td>$ 12,721</td>
<td>Business Administration</td>
<td>$ 190,961</td>
</tr>
<tr>
<td>Mathematical Sciences</td>
<td>$ 356,953</td>
<td>Education</td>
<td>$4,032,188</td>
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<tr>
<td>Medical Sciences</td>
<td>$ 461,705</td>
<td>TOTAL</td>
<td>$22,238,646</td>
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**TOTAL** $22,238,646
Total Expenditures for the Conduct of R&D
Fiscal Years 2002 - 2006

FY 2002: $11,041,190
FY 2003: $11,400,522
FY 2004: $10,697,128
FY 2005: $10,919,521
FY 2006: $11,252,804.00
Institutional Development

• Office of Development
  Nelson Bowman, Assistant Director

• Office of Alumni Relations
  Dr. Hortense Kilpatrick, Director

• Capital Campaign
  Mr. Don Clark and Mrs. Opal Johnson Smith, Co-chairs
Institutional Development Committees and Boards

- The Prairie View A&M University Capital Campaign Cabinet
- Prairie View Fund Raising Ambassadors
- The Prairie View University Business and Industry Cluster
- The University Development Council
Extend the View
Shape tomorrow today
Prairie View A&M University
Capital Campaign

- Planned Gift
- In-Kind
- Federal
- Univ Matching
- Pledge Balances
- Cash Gifts
- Campaign Goal

$30,000,000
$25,000,000
$20,000,000
$15,000,000
$10,000,000
$5,000,000
$0

Office of the Vice President for Research and Development
April 2007

Fall 2007 Faculty Conference
Capital Campaign Funds by Source of Support

<table>
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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Gifts (cash and other negotiable</td>
<td>$ 9,312,930.75</td>
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<tr>
<td>instruments)</td>
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<tr>
<td>Pledge Balances</td>
<td>$ 1,482,372.77</td>
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<tr>
<td>State/University Match</td>
<td>$ 7,870,025.87</td>
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<tr>
<td>*Federal</td>
<td>$ 1,941,376.00</td>
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<tr>
<td>**In-Kind</td>
<td>$ 1,847,567.00</td>
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<tr>
<td>Planned Gift</td>
<td>$ 350,000.00</td>
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<tr>
<td>Total</td>
<td>$ 22,804,272.39</td>
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*U. S. Department of Education approved $500,000 for an Endowed Chair in Educational Leadership (2004), $500,000 for an Endowed Chair in Microbiology (2005), $500,000 for an Endowed Chair in Business (2006), $500,000 for an Endowed Chair in Business

U. S. Department of Interior approved $441,376 for the restoration of the Alfred N. Poindexter Veterinary Hospital

**Gifts of software and equipment to Computer Engineering Technology
Profile of Capital Campaign Donors

- 811 Alumni Individuals
- 20 Alumni Organizations
- 698 Friends (non-alumni)
- 359 Faculty and Staff
- 79 Businesses/Corporations/Organizations
- 7 Churches
- 19 Foundations
- 4 Estate Gifts
- 2 Planned Gifts
University Endowment
(FY2000 through May 2007)

Market Value

FY 2003: $27,101,563.00
FY 2005: $40,438,383.00
FY 2007: $56,554,543.21
THANK YOU FOR YOUR SUPPORT!!

LET US HAVE A GREAT FY 2008 !!
## Contacts

<table>
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<tr>
<th>Name</th>
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