Campus Engagement Programs in Search of a Framework
Centralization v. Decentralization to Broaden the Impacts of Research

Centralization
- More able to identify and align with strategic priorities
- More able to match priorities with appropriate resources
- Can better track activities to assess and communicate impact
- Easier for external partners to make contact with the university
- Demonstrates institutional commitment to engagement
- More capable of effecting systemic change (e.g. changing the culture of RE in Promotion & Tenure)
- Engagement and outreach are at the table when high-level decisions are discussed and made.

Decentralization: Nimble. Spontaneous. Generates a multitude of programs. Deputizes everyone to create connection and tap diverse funding sources. Every activity is someone’s top priority. Can maintain (local) infrastructure to nurture relationships and manage logistics. Major burden is for better intra-institutional communication.

Campus-wide Resources
- UMass Innovation Institute
- Institute for Cellular Engineering
- New STEM Faculty Network
- Graduate Women in Science
- Office of Research Devel.
- Institute for Applied Life Sciences
- NSF-LSAMP
- NSF-NEAGEP
- NIH-IMSD/ PREP Scholarworks

College-level Resources
- College of Engineering Diversity Programs Office (SWE, SBE)
- College of Natural Sciences Extension Services (4H etc.; Eureka! w/ Girls’ Inc.
- College of Education TEAMS
- Honors College, Community Based Research
- School of Public Health SHARE, WMPHTC, CBPR
- School of Management, INFORMS

Departmental Outreach
- Civil and Environmental Engin.
- Electrical and Computer Engin.
- Computer Science Dept.
- Polymer Science Dept. - Polymers Around Us, Polymerge
- Teaming with Humanities and Social Sciences
- Science for the People Conference
- New England Writers Program
- Physics Dept
- Women & Minorities
- Genders Studies, Women & Science
- Psychology Dept. Diversity Committee

Individual Initiatives
- Community Journalism, N. McBride
- Community Based Research, Giang Pham
- Language Diversity in Brazil, Luis Amaral

We can assign a dollar amount to a central office. Can anyone estimate the value lost by centralizing? By not centralizing?

Barbara Pearson, Ph.D., Broader Impacts Specialist, Office of Research Development. bpearson@research.umass.edu