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

November 5, 2019, 1:00 p.m.

**Members present**: Sankha Banerjee, Tamás Forgács, Rohan Jadhav, James Marshall, Emily Rivas, Gitima Sharma, Anil Shrestha, Keith Story, Vang Vang, Wes Wise

**Members absent**: Jenna Kieckhaefer

(1) Approval of agenda (MSC).

(2) Approval of the minutes of 10/1/19 (MSC).

(3) Communications and Announcements

(a) Introduction of Emily Rivas, our ASI student member. Emily is a 2nd year masters student in History.

(b) Forgács reminded the committee that we will need to review the Claude Laval applications and pick a winner of the award during our next meeting. He will send out the instructions and the reading/evaluation assignments via email sometime shortly after November 15, the deadline of submissions for consideration for the award. J. Marshall informed the committee that currently there are three applications pending, none have been submitted.

(c) There was a brief follow up on the day of giving idea for supporting research. J. Marshall informed the committee that there is a Research Excellence Fund folks can donate to (funds usually used to support research for completing theses) and that there is also a category called ‘Other’ people can donate to, and specify what they want their donations to support. The goal this year is to increase the number of individual donors compared to last year. Last year’s raised amount was $450K, but instead to trying for more money, we are focusing on involving more donors. Friend-raising instead of fundraising.

(4) Discussion items

(a) Research Media Campaign. W. Wise described the document aimed at outlining the framework of our media campaign. The document was loosely based (in its organization) on one obtained from Ashley Ilic. The committee discussed the focus of the campaign, as well as various potential delivery platforms. We settled on a 3-5 minute long video, which would address not only the academic content of the featured research, but would also explain the needs (space, supplies, etc) of the researcher in that particular discipline, as well as the potential impact of the research, and ways research is disseminated in the discipline. A member mentioned the “3 minute thesis” concept (University of Queensland) and we discussed how our videos may be similar to these, with the advantage that we don’t have to be videotaped ‘live’. We thought about promoting the individual videos as they come on on Instagram or Twitter, and forming a repository of all created videos on a subchannel of the university’s YouTube channel. A member asked whether there are examples of past successful campaigns like this. Others mentioned the ‘I am Fresno State’ campaign, and the ‘Bulldog Towel’ campaign as examples. A concern was voiced regarding obtaining consent from everyone who appears in these videos. We will include in the planning phase the development/use of a consent form so this issue wouldn’t hold up the timely production and dissemination of the videos. The committee approved the Research Media Campaign outline, which will be forwarded to Ashley Ilic and BoNhia Lee. We expect that based on the outline we can start moving forward with the videos with help from their office. We also agreed to have 2 or 3 names from members’ respective colleges of colleagues who would like to produce a video for our campaign.

(5) The meeting was adjourned at 1:50 pm.

(6) Tabled Items

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

(b) Day of Giving – Research related subcategory.