Community-Engaged Research – Resources and Planning

A. https://catalyst.harvard.edu/programs/regulatory/cenr.html
B. http://www.campusengage.ie/what-we-do/publications/
C. https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf

Step 1: Determine your constituents/stakeholders

1. Identify eager/available constituents/stakeholders: Form advisory groups that are comprised of key stakeholders
2. Determine community buy-in: Lead focus groups and community workshops
3. Determine what you bring to the table: How does your expertise align with THEIR priorities? What university resources are at your disposal (equipment, students, space)?
    a. Keep in mind your faculty allocations… advocate for an outreach allocation!

Step 2: Develop research goals and benchmarks

1. What are you trying to accomplish (develop your pitch)?
2. Work with your constituents to develop research goals and outreach priorities
    a. Consider how you will disseminate findings (report, workshop, etc.)? How often will you meet with your advisory group?
3. Determine your benchmarks and timeline
    a. Identify the number of team members and constituents needed to be successful
    b. Build in time for training and turn-over!
4. Identify barriers to implementation and sustainability (advisory group membership, recruitment, program implementation/logistics, etc.)
    a. Double (or triple) the time originally estimated

Step 3a: Determine your budget and obtain funding your research project

1. What do you need to run your program (space, staff, equipment, etc.)?
    a. Can you receive in-kind donations for space, equipment?
    b. Can you recruit students in classes or student organizations?
    c. Can you recruit community volunteers?
2. Can you implement your project or a pilot without grant funding?
    a. Can you charge a nominal fee for the program?
    b. Can you run a fundraiser?
3. Sources of funding ($250+):
    a. *Contact program officers to determine project fit!
    b. http://www.auburn.edu/outreach/facultyengagement/grants/
    c. https://cws.auburn.edu/OVPR/pm/psfs/pivot
    d. Identify foundation programs (e.g., https://www.autismspeaks.org/grants)
    e. Identify grant programs in Alabama (e.g., http://www.alabamahumanities.org/grants/, https://www.acdd.org/funding/, https://www.hmmausa.com/apply-for-funding-test/, http://www.arts.state.al.us/grants/howtoapply.aspx, https://thekrogerco.versaic.com/login)

f. Identifying community organizations with small grants (e.g., Junior League of Lee County, Auburn Rotary Club, Hudson Family Foundation, Community Foundation of East Alabama)

Step 3b: Recruit team members and constituents

1. Staff:
    a. Identify skill sets and job requirements for each team member (to increase accountability)
    b. Interview key team members (will these team members live up to their responsibilities, work well with other team members)
    c. Determine respective contributions of both team members and stakeholders
        i. How will these contributions be acknowledged (e.g., authorship, explicit recognition, awards, etc.)?
2. Participant recruitment:
    a. Work with your advisor group and community organizations to recruit participants
    b. Be thoughtful about how information is disseminated (e.g., what about those who are illiterate, without home computers, those that don't speak English)
        i. Web: Facebook, AU Report, AU Daily, Plainsman, AO Tourism, parent blogs, email lists
        ii. Print: Where will you post flyers?
        iii. Other media: Will you try to showcase the program via traditional media (print, radio, television)?
    c. Be thoughtful about how program logistics may influence who participate in your program (e.g., costs, dates/times, transportation)

Step 3c: Program Logistics

1. Determine the location of your research
2. Determine dates/times for your research
3. Determine barriers for participation (i.e., transportation, time conflicts, costs)
4. Communicate logics with staff, participants, and other stakeholders (advisory group)

Step 4: Program Implementation

1. How and how often will you assess fidelity?
2. How and how often will you asses program outcomes?
3. How will you assess and address problems (e.g., staff hierarchy)?
4. How/who will you monitor budgets and financials (i.e., are you spending more than expected)?
5. How and how often will you communicate program outcomes to constituents (e.g., reports, newsletters, email communications, facebook posts, etc.)

Step 5: Dissemination

1. What reports (financial or outcomes) are required from funders and financial stakeholders?

2. What program outcomes will be disseminated and to whom (e.g., program participants, advisory board, broader community, research field, etc.)?
3. What format will be used to disseminate these outcomes (email communication, report, media, presentations, publications)?

Step 6: Sustainability Plan *NOTE: this should also be built into 3a

1. Were your budget and staff estimates accurate?
2. What unanticipated resources were needed?
3. Are there opportunities for continued/new funding?
4. Will participants return for future programming? Will new staff, participants, or stakeholders need to be recruited for future programming?
5. Knowledge transfer
    a. Document standard operating procedures of all phases