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Winter Symposium

Winter Symposium 2018

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Winter Symposium 2018

Thursday, January 25, 2018

8:00 a.m. to 12:30 p.m.

Smith Memorial Student Union – Ballroom (Room 355)

Centers of Excellence: A New Model for Research and Scholarly Activity at PSU

8:00-8:30 am	Registration and Breakfast
8:30-9:00 am	Introduction and Welcome Interim Provost Margaret Everett President Shoureshi Interim Vice President of Research Jennifer Dill
9:00-10:00 am	Keynote and Q&A Art and Practice of Launching Successful University Research Centers ...based on decades of lessons Professor Daniel Sperling, University of California, Davis Dr. Daniel Sperling is Distinguished Professor of Civil Engineering and Environmental Science and Policy at the University of California, Davis. He describes himself as a “serial academic entrepreneur” and has been instrumental in establishing several campus-wide research centers at UC Davis, including the Institute of Transportation Studies (founding Director), the Energy and Efficiency Institute , and the Policy Institute for Energy, Environment, and the Economy . Among his many prizes are the 2013 Blue Planet Prize from the Asahi Glass Foundation Prize for being “a pioneer in opening up new fields of study to create more efficient, low-carbon, and environmentally beneficial transportation systems.” The prize has been described as the Nobel Prize for the environmental sciences. He served twice as lead author for the IPCC (sharing the 2007 Nobel Peace Prize), has testified 7 times to the US Congress, and provided 40 keynote presentations in the past five years. He has authored or co-authored over 250 technical papers and 13 books, including <i>Three Revolutions: Steering Automated, Shared and Electric Vehicles to a Better Future</i> (Island Press, 2018), is widely cited in leading newspapers, been interviewed many times on NPR radio, including <i>Science Friday</i> , <i>Talk of the Nation</i> and <i>Fresh Air</i> , and in 2009 was featured on <i>The Daily Show</i> with Jon Stewart.
10:00-10:40 am	Table Discussions about Centers At each table, faculty will reflect on the keynote talk and discuss: <ul style="list-style-type: none"> • what you want from a center (e.g. services, support, activities, etc.) • what you don't want a center to do • how centers should be governed • how the success of centers should be measured Faculty will be able to provide instant responses via a website/text system, as well as written feedback that will be used by the Research office in the Centers of Excellence process.
10:40-11:00 am	Break
11:00 am - Noon	Discussions about Center Ideas Faculty will break into groups by topic area to discuss center proposals. As part of this discussion, each group will develop a 1-minute pitch on what challenge their center would address, ala Shark Tank. (Note: The pitches are intended to help faculty refine their ideas and share with other faculty who may be interested. They will not be used to select centers.)
Noon-12:30 pm	Center Pitches and Conclusions

The Art and Practice of Launching Successful University Research Centers

Lessons and strategies based on decades of experience

Dr. Daniel Sperling is Distinguished Professor of Civil Engineering and Environmental Science and Policy at the University of California, Davis. Among his many prizes are the 2013 Blue Planet Prize from the Asahi Glass Foundation. Dr. Sperling garnered this prize for being “a pioneer in opening up new fields of study to create more efficient, low-carbon, and environmentally beneficial transportation systems.” The prize has been described as the Nobel Prize for the environmental sciences. He served twice as lead author for the IPCC (sharing the 2007 Nobel Peace Prize), has testified 7 times to the US Congress, and provided 40 keynote presentations in the past 5 years. He has authored or co-authored over 250 technical papers and 13 books, including *Three Revolutions: Steering Automated, Shared and Electric Vehicles to a Better Future* (Island Press, 2018). He is widely cited in leading newspapers, has been interviewed many times on NPR radio, including on *Science Friday*, *Talk of the Nation* and *Fresh Air*, and in 2009, he was featured on *The Daily Show* with Jon Stewart.

Dr. Sperling describes himself as a “serial academic entrepreneur” and has been instrumental in establishing several campus-wide research centers at UC Davis, including the [Institute of Transportation Studies](#) (founding Director), the [Energy and Efficiency Institute](#), and the [Policy Institute for Energy, Environment, and the Economy](#). He will draw on that experience to identify the key elements of a successful center, discuss operational tactics and strategies, and address ongoing challenges. He will use both successful and unsuccessful case studies to address important topics, including business models, faculty engagement, leadership, and staffing.

1. What do you want most from a research center (e.g. services, support, activities, etc.)?
2. What are your top concerns surrounding the launch of Research Centers at PSU?
3. How should PSU's research centers be governed?
4. How should the success of centers be measured?

PLEASE SUBMIT THIS PAGE WITH YOUR NOTES TO EVENT ORGANIZERS.

Thank you!

- 1. Title:** (limit to one line)
- 2. Describe the focus area for the center. What long- and short-term challenges will the center address?**
- 3. Describe the types of scholarly and creative activities that the center could undertake to address these challenges.**
- 4. How would you measure success of this center in addressing the major challenges you have identified?**
- 5. What are the existing resources and activities at PSU that relate to this focus area? Be as specific as possible.**

6. Why can PSU be a leader in this area?

7. What would distinguish this center from existing efforts at other universities?

8. How will the center promote interdisciplinary and transdisciplinary work?

9. List the current PSU departments/units that have confirmed interest in being involved, including faculty names and ranks when known. All proposals must involve at least two colleges.

10. How would the center support existing or new degree programs, including multidisciplinary degrees that educate modern scholars and problem solvers?

11. How could undergraduate and graduate students be engaged in the center, beyond the degree programs discussed above?

12. Identify potential funding sources for the short- and long-term. Be as specific as possible, including potential funding levels, program announcements, etc. Possible sources include public agencies (federal, state, local, etc.), foundations, private businesses, individual donors, etc.

13. Identify potential external partners and collaborators (beyond funding partners) and briefly describe their possible role. Indicate if any of these are current partners.

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14. What are the key resources the center would need to succeed?

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15. Names, departments, and emails of people submitting the proposal



RSP Research Communications Channels

- **Research Magazine** – Profiles of PSU researchers, their work, and its impact
<https://www.pdx.edu/research/previous-quarterly-reviews>
- **Research Profiles** – PSU research stories (browse by category or profile type)
<https://www.pdx.edu/research/profile#tid-48>
- **Portland State Research Tumblr** – Multimedia summaries of PSU research news
<https://portlandstateresearch.tumblr.com/>
- **Portland State Research Twitter**
https://twitter.com/psu_research
- **Research Highlights** – Monthly e-news updates on PSU research
- **EurekAlert!** – Online science news service connecting current research to news outlets around the world
Contact Shaun McGillis (mcgillis@pdx.edu) or Ken Ma (kenma@pdx.edu)
- **Reddit Science “Ask Me Anything”** – Social media platform facilitating dialogue and discussion between researchers and an online community of over 17 million users
- **Virtual Science Lab** – Program connecting PSU researchers and grad students to local area high school science classes via digital conferencing
- **Portland State in the News** – Biweekly email highlighting PSU students and faculty in local, national, and international news
Contact Ken Ma (kenma@pdx.edu)
- **PSU Partners** – Quarterly e-newsletter focusing on community engagement
<https://www.pdx.edu/partnerships/psu-partners-newsletter>
- **Funding Opportunities** – Weekly e-newsletter highlighting funding opportunities
<https://www.pdx.edu/research/funding-opportunities-emails>

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