Maryland Sea Grant RFP: Outreach Webinar

Expectations for the outreach portion of proposals submitted to Maryland Sea Grant

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Integrating Research and Outreach: Talk Outline

• MDSG Mission, Objectives, Outreach Goals

• Requirements
  – Pre-proposal
  – Full proposal

• R & O Integration
  – Good Practices
  – How?
MDSG Mission

- Research, education and outreach program
- Research as a continuum towards widely ‘useful’ results – broader impacts
- Serving Maryland’s many audiences
- Knowledge to inform policy/behavior change
MDSG Objectives

• Support science to inform policy decisions
• Connect with audiences beyond academia
• Connect to broader issues
  – resource uses, community needs, economics
• Consistent with the three focus areas of the MDSG request for proposals
Outreach Outcomes from Research

• Assist management decision regarding a specific issue
• Create a new method to manage a specific problem
• Provide new tools that help end-users address an important Chesapeake Bay issue
Outreach Challenges

• Defining your outreach
  - Many different types
  - Many different levels of engagement
• Finding an outreach component that appeals to the PI and the partners and meets the greatest need of end-users
• Fostering an ongoing partnership
Involving Extension in Outreach

• Involvement of the UM Extension program in a research project is encouraged and facilitated at the start of proposal development
• Not all extension agents’ expertise overlap with proposed research
• Extension agents are valuable resources for understanding outreach
• Outreach beyond extension agents welcomed
Extension Role in Research Process

• Critical input to Maryland Sea Grant Strategic Plan
• Available as partners on proposal outreach
• Review panel participants for both pre- and full proposals
  – Focus on outreach component of proposals
Integrating Research and Outreach:
Talk Outline

• MDSG Goals

• Requirements
  – Pre-proposal: Due Jan. 27 at 5 PM
  – Full proposal

• R & O Integration
  – Good Practices
  – How?
Pre-Proposal: Format

• Separate section from the 3-page pre-proposal narrative
• 1-page single spaced limit
• Not additional page for narrative
Pre-Proposal: Outreach Components

• Link research to specific policy, management or behavior change
• Describe researcher and external audiences connection. Co-Production with end-user critical at this stage.
• Describe translation of results or impacts to non-academic end-users
• Avoid scientific jargon
Share Your Research

An essential component of Maryland Sea Grant’s mission is to fund research that meets the needs of the many audiences in Maryland whom we serve.

To that end, we require the investigators we fund to develop plans to share their findings with constituencies whom the research may benefit and in ways that help solve problems and advance public understanding.

Here’s a primer about how to do this and what we expect.

All full proposals must include an outreach plan.

What Is “Outreach”?

In their research proposals, principal investigators must articulate and justify the anticipated benefits of the research to be undertaken over short-to-long time scales and to various “end users” of the information or technologies developed.

Potential End Users

Environmental managers

www.mdsg.umd.edu/share-your-research
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Full-Proposal: Outreach Components

• More detailed plan (2 pages)
• Connect outreach to MDSG focus area(s)
• Provide clear connection between research, outreach goals and end-user needs (as defined by them)
• Describe outreach mechanisms
• Identify non-peer end-users and outreach products
• Provide timeframe to implement outreach plan
Full Proposal: Review Criteria

• External Reviewers – Opportunities
  – Does research project link to outreach?
  – Short- or long-term timeframes for impact?
  – Is there a plan to translate study for end-users beyond direct scientific peers?

• External Reviewers – Impacts
  – Does research have potential to impact public perceptions, management decisions, or policy?
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Good Practices

- Clear expectations
- Regular communication among partners
- Planning and co-production
- Collaboration on report writing and end products with end user and PI
- Post-project tracking (MDSG)
- Engage students in outreach (MDSG/PI)
Good Practices: Clear Expectations

• Define expectations early for researchers and partners
  – Partners: outreach participants, advisory boards, etc.
  – Clarify roles in outreach plan

• Manage partner expectations (funding uncertainty)
Good Practices: Regular Communication

- Reach out to potential partners NOW
- Let their feedback help frame the research
- Equal value in outreach and research knowledge
- In-person contact
- Electronic/virtual contact
- Build a lasting relationship
Good Practices: Planning and Co-Production

• Researchers and outreach partners connect
• Seek advice and participation from MDSG extension specialists or other outreach experts
• Determine outreach range of costs
Good Practices: Post-Project Tracking

• PI responsibilities
  – Report on outreach in annual and final reports
  – Provide final analysis of future outreach potential

• MDSG responsibilities
  – Contact researchers for outcomes from previous research
  – Contact outreach partners for input regarding research
  – Explore funding mechanisms to extend outreach
Good Practices: Student Engagement

• Engage students in outreach-research design
• Involve students in outreach activities
• Provide professional development to students
• Provide shadowing/mentoring opportunities
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How?: MDSG Role

• Link researchers to extension
• Link researchers to other outreach professionals
• Connect researchers to potential users – ‘broker’
• Highlight scientist ‘outreach superstars’
• Support translating research to users
• Seek additional funding and partnerships
How?: PI Role

• Engage outreach partners early
• Engage students
• Talk to MDSG extension agents
• Seek input from others regarding outreach
• Work with MDSG and partners to grow outreach
How?: Partnerships to Consider

- Chesapeake Bay Program: STAC & GIT members
- NOAA Chesapeake Bay Office staff
- MD DNR and MDE managers
- Citizen scientist groups or NGOs
- County planning or environmental departments
- Local communities, municipalities
- Federal partners: NOAA, FWS, EPA, NPS, USGS
- Others: Fisheries management, social scientists, legislators, media
How?: Some Approaches

- Tool development and adoption
- Small workshop with partners, identify actions that affect policy or behavior change
- Presentations with partners
- One-page fact sheet for partners
- Citizen science engagement
- Education: K-12 or Free Choice learning
- County or local government presentation
- Website (if engaging, interactive, novel, etc.)
How?: Some Approaches (cont.)

- Media engagement
- Extension programming
- Video outreach
- General audience presentations (science café, citizen groups, etc.)
- Engagement with managers/policy makers (STAC, GIT, Advisory Councils, etc.)
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Questions?

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