



Conference on College Composition and Communication

Welcome to

Extending the *CCC* Conversation:
Reaching Publics and Informing Policies
through the Research Center

with

Brian Gogan, Megan O'Neill, Kelly Belanger,
and Ashley Patriarca



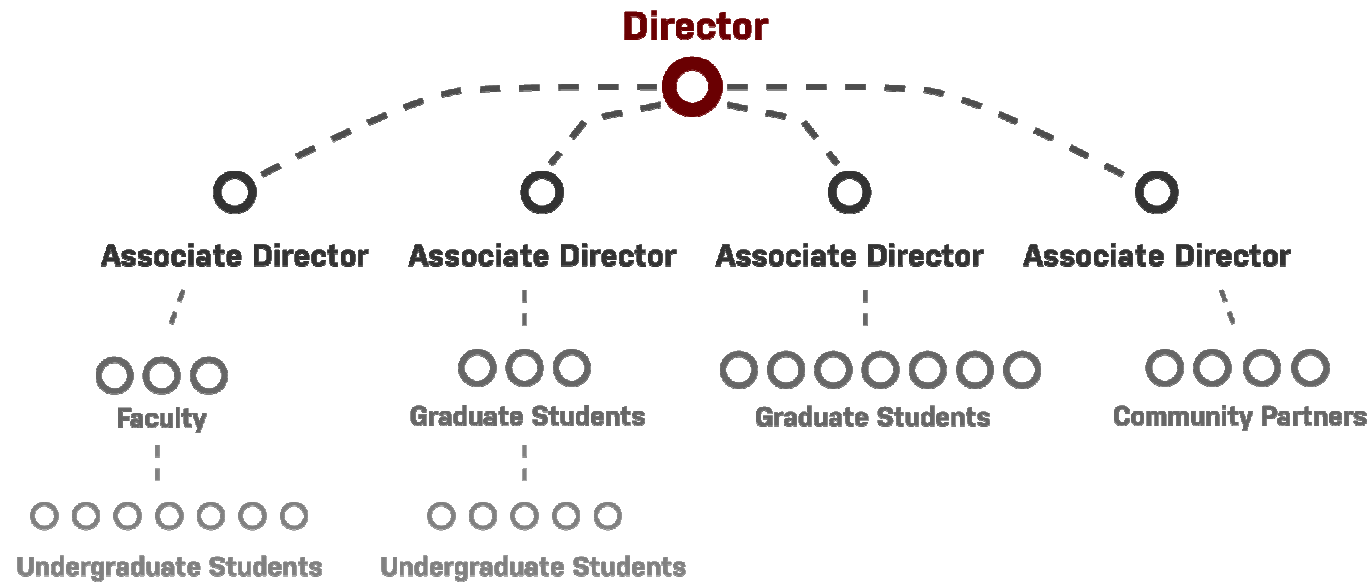
Reaching Publics and Informing Policies through the Research Center

Presenters: Brian Gogan, Megan O'Neill,
Kelly Belanger, & Ashley Patriarca

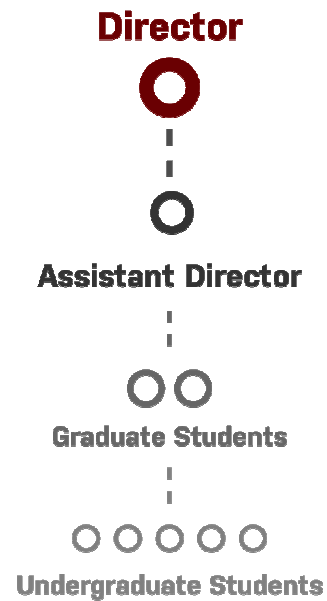
Definition

Research centers are associative enterprises for solving scholarly and societal problems that cannot be adequately addressed by individuals.

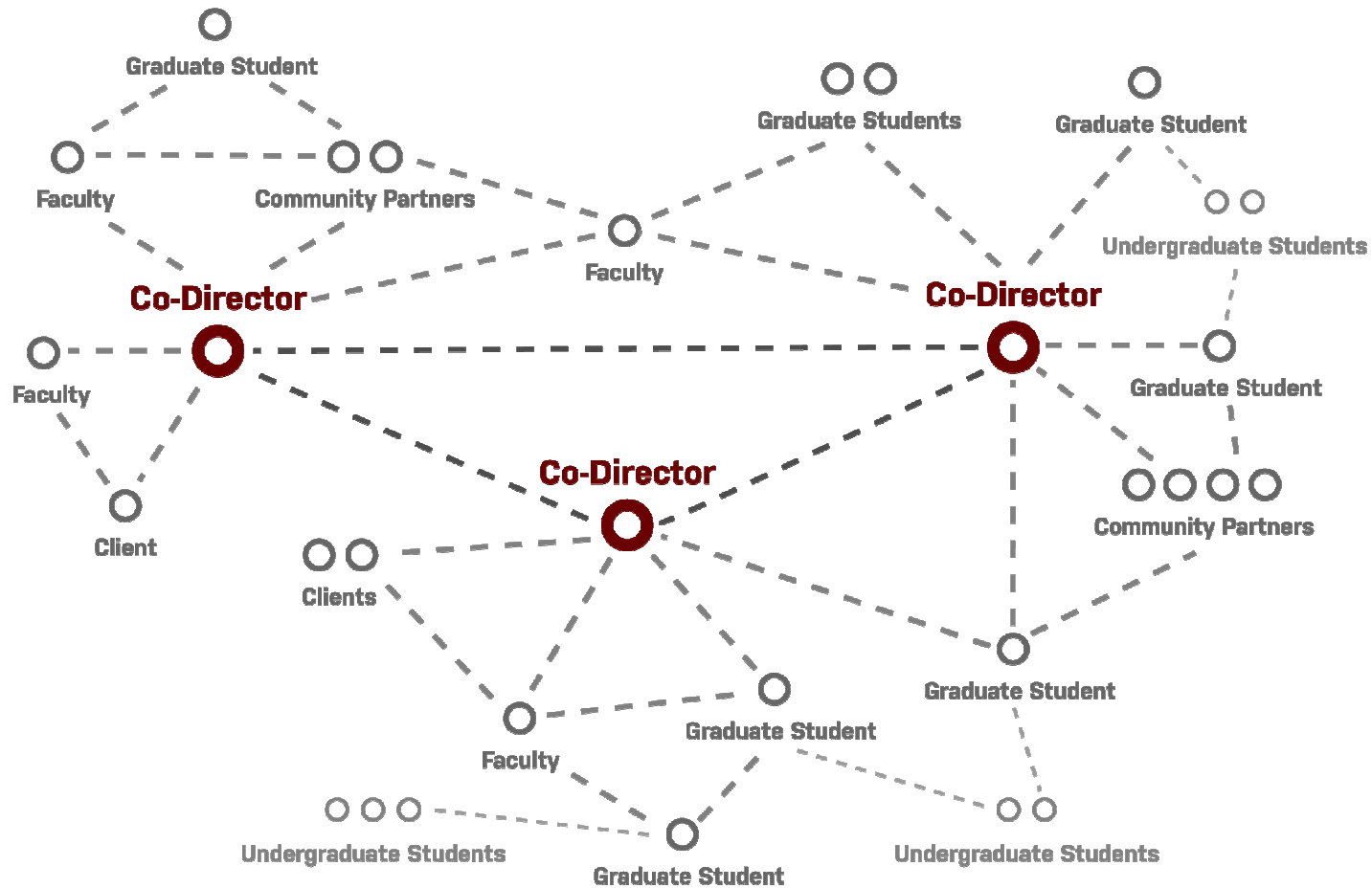
1. The Umbrella Model



2. The Matchstick Model



3. The Web Model



Best Practices: The Project Portfolio

- Long-term project investments
- Short-term project investments
- Community or charitable investments

Best Practices: Building a Project Portfolio

Think carefully about the pros and cons of opportunistic planning:

- What are the tangible and intangible benefits?
- How does this fit into our project portfolio plan?
- Remember: it is ok to say “no” or “not now.”

Best Practices: Building a Project Portfolio

Create a diverse project portfolio that encourages center allies in a variety of roles and locations.

- What types of relationships and support do projects encourage? Departmental? College level? University level? Extra-university level?
- How do these relationships position the center for current and future success?

Best Practices: Building a Project Portfolio

Emphasize diversity in project deliverables:

- Consider more than the traditional academic work: symposiums, poster presentations, grants, documentaries, workshops, partner or client projects, interviews, historical projects, usability testing, etc.

Best Practices: Project Implementation

Understand complex and diverse communication practices:

- Make solid connections with funding agency representatives.
- Understand how organizations outside of academia function.
- Encourage sustained communication with departmental, college, and university contacts.
- Communicate effectively with all project partners concerning time requirements, due dates, etc.

Asserting our Expertise for Different Audiences

Research center projects and grants require us to . . .

- Write about our work for rhetoric and writing specialists and nonspecialists
- Build on and borrow ethos from other rhetoric and writing scholars' work
- Use our best pedagogical skills to educate public, community and cross disciplinary audiences about our research

Going Public in the Center

“If we really believe [that our scholarly work can improve democratic culture], we must then acknowledge our obligation to air that work in the most expansive, inclusive forums possible.”

-Peter Mortensen

“Going Public” (1998)

Reaching Publics and Informing Policies

Multiple modes of communication increase the possibility of outreach and influence on public opinion:

- Events (lectures, symposia, etc.) create social interaction among researchers and publics.
- New media allow us to reach outside audiences, but require knowledge of how best to work with them.
- Long-term initiatives like the NWP require significant, sustained resources, but can create equally significant relationships with members of the surrounding communities.

Publicizing Center Work

Rhetoricians have valuable expertise for many situations:

- Ongoing coverage of issues
 - Education
 - Environmental discourse
 - Medical rhetoric
- Specific moments
 - Times of crisis (<http://rsa.cwrl.utexas.edu/node/4681>)
 - Anniversaries (*Challenger* incident, Martin Luther King, Jr.)

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Collaborating across Disciplines and Professions

Factors complicating research center collaborations include

- Faculty and students in multiple, fluid roles (with various work styles, psychological needs, personalities, commitments)
- Competition for limited resources
- Use of communication technologies (can facilitate process or disrupt it)
- Tacit disciplinary or professional assumptions (can create misunderstandings)
- Differing disciplinary or professional expertise (can be used to facilitate project or create unproductive hierarchies based on “territory”)

Working within Research Project Teams

Tensions exist between project team model and individual ethos of humanities, which create . . .

- A need to understand and accept research role(s) within a team
- The need to adapt language and research aims for audiences within and outside rhetoric and writing
- The challenge of balancing and prioritizing individual and collaborative scholarship



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Thank you for participating in this
CCC virtual event!