

COS Faculty Meeting Minutes

March 24, 2023, 12 pm - 1pm

Zoom Meeting: Zoom and EXPL 3301

Meeting recording information distributed via email.

Attendees listed in Appendix A

1. Call to order -12:04 pm
2. Approval of minutes of meeting from February 2023 – Motion by Tracy Mason, Second Patrali Bannerjee, approved by show of hands and thumbs up on Zoom, 12:08 pm
3. Announcements
 - 3.1. College of Science town hall with President Washington, **Tuesday, March 28 from 3:00 – 4:30 p.m.** in the HUB Ballroom and Zoom:
<https://gmu.zoom.us/j/92230535188?pwd=UW11bVNXTDVFZzljTEFjRUhjUnJYZz09>
PASSWORD: gmu123
 - 3.2. Presentations by candidates for the Associate Dean for Undergraduate and Graduate Student Affairs in the College of Science, **Wednesday, March 29**; Exploratory Hall, Room 3301 and via Zoom.
 - 3.2.1.Candidate #1: 11:15am - 12:15pm
 - 3.2.2.Candidate #2: 12:30pm - 1:30pm
 - 3.2.3.Candidate #3: 1:45pm - 2:45pm
 - 3.2.4. Look out for email on March 27, Monday, for more details on candidate names, CVs and Zoom links
 - 3.2.5.These interviews will be recorded.
 - 3.2.6.Faculty feedback would be requested via survey on the candidates.
 - 3.3. Include Bystander Intervention in the Academic Workplace training, various sessions open to faculty in **late March and early April**,
 - 3.3.1.see <https://provost.sitemasonry.gmu.edu/inclusive-excellence/cofie-learning-and-development-program> for more info
 - 3.4. College of Science Strategic Planning Initiative Town Hall; **April 6, 2023; at 1 p.m.** in 3301 Exploratory Hall and Zoom, link TBA
 - 3.5. Women Leaders in STEM meeting, Forging new mentoring relationships, **April 7, 2023 3:30pm, EXPL 3301.**
 - 3.5.1.Mentoring relationships will be discussed.
 - 3.6. 12th Annual College of Science Undergraduate Research Colloquium (<https://science.gmu.edu/events/12th-annual-cos-undergraduate-research-colloquium>)
 - 3.6.1.will be held **virtually** on **Wednesday May 3, 2023**, from 1:30-3:30pm.
 - 3.6.2.Students should **submit abstracts by April 10** via https://gmu.az1.qualtrics.com/jfe/form/SV_ezJVMOmKw5lzDkG.

3.6.3. Posters will be due April 25.

4. Call for Nominations COS Leadership and Committees – **Randy McBride**, Nominations Committee

4.1. Open positions: at-large positions will be elected in May.

Position	Open positions	Term
Chair	1 at-large position	1 yr.
Chair pro tempore	1 at-large position	1 yr.
Secretary	1 at-large position	1 yr.
Nominations committee	2 at-large positions	2 yrs.
Curriculum Committee	4 department positions, Systems Biology, Forensic Science, Math, and Chemistry	3 yrs.
P&T committee	2 at-large positions & 3 department positions, Chemistry, Systems Biology, and CDS	3 yrs.
Faculty Senate	2 at-large positions	3 yrs.
Grievance committee	1 at-large position (cannot be from Systems Biology, AOES, Physics or SSB)	3 yrs.
Executive Council	1 at-large positions & 3 department positions, Biology, FRSC, Chemistry, ESP	3 yrs.
Undergraduate Council	1 at-large position	2 yrs.
Graduate Council	1 at-large position	3 yrs.

4.2. Current committee memberships can be viewed here: <https://science.gmu.edu/faculty-and-staff-resources/faculty-governance/officers-and-committees>

4.3. If you are interested in serving the committees which have departmental representations, please connect with your Departmental Head/Departmental committee

4.4. This is the last year for Rebecca Jones as Chair of the Faculty. She has already served at this position for three years.

5. Update from Tracy Mason; Slides from her presentation are attached to these minutes (**Appendix B**)

5.1. Key Takeaways:

5.1.1. Tracy’s team supports promotion and outreach work for projects and programs for College of Science/research accomplishments/AJEDI plans etc.

5.1.2. Stewards for COS’s brand/Manage digital presence/merchandise for the College

5.1.3. Objectives for this fiscal year:

5.1.3.1. design, execute, and assess marcom digital, print, and promotional campaigns to support college and Mason strategic priorities

5.1.3.2. Collaborate with dean’s fellow and team to roll out and evaluate new science storytelling process and training. Aim to consolidate the research communications process, and also to identify training needs for faculty in this space.

5.1.4. Intranet for sharing internal communications (will be discussed at future meeting).

5.1.5. Each department will have a point of contact or representative who has/will be trained to manage the departmental intranet communications

5.1.6. Bi-monthly event update

- 5.1.7. Every Monday – Newsletter sent out.
 - 5.1.8. New e-mail signature that is recommended to use. There is a tagline for our annual reports.
 - 5.1.9. Several activities covered over last year (eg staff shout outs, research publication highlights etc; please see attached presentation for details)
 - 5.1.10. Research stories: Process identified how to effectively publish research stories. 9 steps explained.
 - 5.1.11. Several training courses have been identified. Any interested faculty may please contact Tracy Mason. If you have opinions about the timing of the training (summer or in August), please let Tracy and/or Rebecca know.
 - 5.1.12. Discussion on Meltwater (<https://www.meltwater.com/en>); and how the marketing and communication team uses this platform for the College.
6. COS Faculty Fellow Update – Innovation and Industrialization Report from Phil Yang. Presentation attached to the meeting (**Appendix C**)
 - 6.1. Key takeaways
 - 6.1.1. Started in Jan 2022. 1 year fellowship
 - 6.1.2. Different agencies and internal GMU departments. Studied translation research in GMU
 - 6.1.3. 4 major science domains and almost all have translational research opportunities
 - 6.1.4. Recommendations include forming specific capability and function within the COS to handle research in conjunction with translational research; use student programs to encourage innovation etc.
 - 6.1.5. Short term: better relations with agencies for funding opportunities
 - 6.1.6. Use low hanging fruit projects towards translational research and collaborations
 - 6.1.7. Question: What is the % of faculty success for grants from SBIR and STTR: Ans: Very low
7. Faculty Affairs updates and Annual Evaluation Process – Cody Edwards
 - 7.1. Massive shifts for evaluation for both I/R and classified staff and admin staff.
 - 7.2. We are using Interfolio now. Pretty robust system once all pieces are ready
 - 7.3. Working on updating our APR process for I/R faculty
 - 7.4. There is a steering committee overseeing this. Apart from this, each LAU would work with each faculty member to obtain their feedback.
 - 7.5. Each LAU must come with a matrix for research and for teaching
 - 7.6. There will be an ecosystem for rewarding excellence in teaching
 - 7.7. Will meet with Faculty leaders every month and come to all faculty meetings to update.
 - 7.8. Will meet with Department head and departmental meetings to meet each faculty
 - 7.9. Questions: Val (on chat): Will student evaluations be paper based? Rebecca: No, it will not be
 - 7.10. Best practices to obtain best student evaluations, will be shared.
8. Remarks from the Dean – Fernando Miralles-Wilhelm
 - 8.1. Need more time in the next faculty meeting – mostly to include all that has happened over this semester and what to expect next

- 8.2. President Washington is data driven and needs comprehensive data and not cherry-picking data.
 - 8.3. For example, when we look at the data for the college, one of them is the budget. How the budget is allocated does not have a process or accountability. It has been growing because the college is growing but there is no process. There is no process how and why various departments are allocated budget
 - 8.4. Important to have this conversation openly
 - 8.5. The strategic plan that is going on – is important and everyone should have a say on it.
 - 8.6. Discussion on Commencement speaker issue. – please address your issues appropriately in a proper forum
 - 8.7. Situation of support that GMU is receiving from the State has improved significantly. This requires a good alignment with state government. Do not sacrifice your beliefs but look at the bigger picture
 - 8.8. Compensation – Another round of adjustments in Summer – 5 to 7% will happen. Do not know whether it will be discretionary or throughout the board.
9. Adjournment at 1:06 pm

Appendix A

In-person attendees

1. Ferah Munshi
2. Erdal Yigit
3. Randy McBride
4. Xiaoyan Tan
5. Sarah Ward
6. Tracy Mason
7. Hoda Bidkhor
8. Igor Mazin
9. Fernando Miralles-Wilhelm
10. Patrali Banerjee
11. Rebecca Jones
31. Jennifer Bazaz Gettys
32. Jess Callus
33. Jessica Rosenberg
34. Jessica Rosera
35. Jie Zhang
36. Joel Schnur
37. Julia Nord
38. Kenneth W Foreman
39. Kerin Balkissoon
(She/Ela/Ella)
40. Kimberly Rule
41. KL Akerlof
42. Mariaelena Pierobon

Zoom Attendees

12. Aarthi
13. Alexandra Masterson
14. Amanda O'Connor
15. Andrea Nikoi
16. Anne B Verhoeven
17. Audrey G Kelaher
18. Bill Kennedy
19. Chi Yang
20. Cody W. Edwards
21. Cristiana Stan
22. Ed Oughton
23. Elisabeth A Epstein
24. Estela Blaisten
25. Fadi
26. Fatah Kashanchi
27. Gabriele Belle
28. Geraldine Grant
29. Hamdi Kavak
30. Iosif Vaisman
43. Megan Erb
44. Meghan St. George
45. Mikell
46. Myisha Washington
47. Patrali Banerjee
48. Paul So
49. Paula Danquah-Brobby
50. Phil Yang
51. Rebecca M Jones
52. Ruixin Yang
53. Sharmin Abdullah
54. Suzanne M Gantar
55. Taylor Anderson
56. Tim Leslie
57. Tina Bell
58. Val Olmo
59. Walter L. McLeod



Mason



Understand. Innovate. Succeed.

**Marketing and Communications Overview
Mason Science Faculty meeting
March 24, 2023**



Strategic Marcomm Overview

Our team supports the promotion of and outreach for our college's people, programs, projects, places, partners, including research accomplishments, AJEDI programs, and success milestones.

We also steward the college and university brand on all printed and digital materials and merchandise.

Main 2023 objectives:

- Design, execute, and assess marcom digital, print, and promotional campaigns to support college and Mason strategic priorities
- Collaborate with dean's fellow and team to roll out and evaluate new science storytelling process and training

Strategic Marcomm Overview



Tracy Mason

Assistant Dean

Strategic Marketing and Communications

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Laura Powers

Assistant Director

Marketing and Communications

lpowers5@gmu.edu



Natasha Gilliam

Graphics Specialist

Marketing and Communications

ngillia@gmu.edu



Zander Leon

Digital Content Specialist

Marketing and Communications

zleon@gmu.edu

Strategic Marcomm Overview

▲ Sharing stories and successes

- Website and digital presence / internet
- Monthly meetings for all dept POCs
- Annual report
- Connecting opportunities
- Monthly Department spotlights/Research center highlights
 - Faculty Friday and Staff Shout outs
 - New reels

▲ Ongoing communications

- Weekly Wednesday newsletters
- Monthly events updates
- Email signatures
- Flyers, postcards, and other promotions
- Templates
 - Slides
 - Event flyers

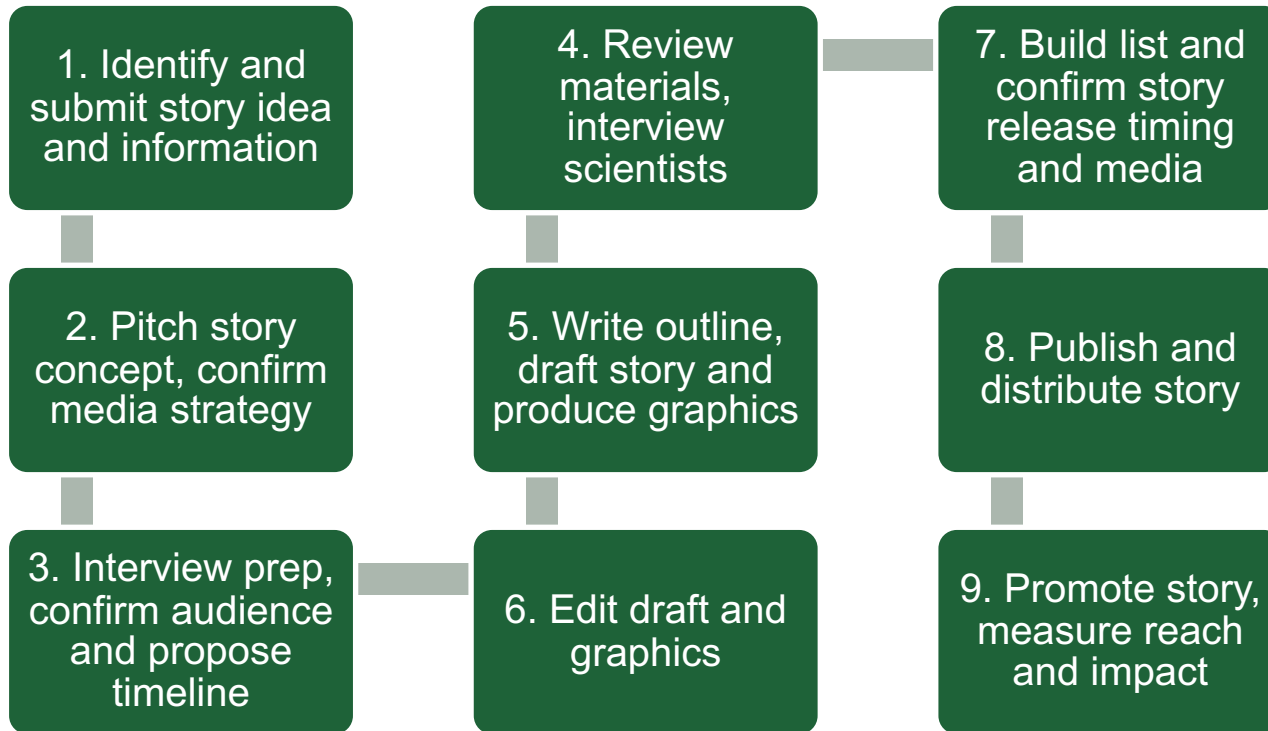
Mason Science 2022 by the numbers

- 52 Faculty Fridays
- 15 Student Spotlights
- 21 reels with 34,363 views on Instagram
- 76 Mason Science News features
- 20 Affinity Month posts
- 39 Blogs
- 4 Staff Shout outs
- 23 Job Postings
- 9 Research Publication highlights
- 6 Annual Report posts (20/21 & 21/22)
- 62 Research News Stories on web



Storytelling process

Identifying story from multiple sources across the college and Mason, developed and evolving over time



Placement includes more than 20+ scenarios, depends on priority, timing, and resource availability. Build list, measuring reach

Upcoming Training Opportunities

- ▲ **Media Relations: effectively share your science, research and ideas, message creation and delivery, interview preparation**
- ▲ **Social media communications: how to set up and build content to build your brand**
- ▲ **Op-ed strategy and creation: how to share your science to build advocacy, consensus, and influence policy**
- ▲ **Other ideas to pursue?**

Mason Science Intranet Project

- ▲ **Need: improve internal communications effectiveness**
 - Connect and align employees, remove silos to access information on key college priorities, initiative metrics and progress
 - Provide timely, transparent updates, encourage feedback
 - Meaningfully recognize and celebrate successes
 - Outcomes: increased engagement/productivity, create efficiencies
- ▲ **Scope and structure: phased approach**
 - Augment Microsoft Teams with dynamic content in Sharepoint
 - Marcomm set up/training with unit level ongoing collaboration
 - HR, Finance, Research admin, and AJEDI first wave, will test for all
- ▲ **Content focus/audiences**
 - Crowdsourcing content - internal messages, processes, resources
 - LEVEL 1: primarily administrative staff and faculty use
 - LEVEL 2: for departments to communicate in their own 'domain'
 - LEVEL 3: for programs to communicate with students

Mason Science Intranet Project

Ph1

Ph2

Ph3

Ph4

Project Scoping July '22 to Jan '23

Confirm platform (Sharepoint), audience (staff and faculty), integration options, collect best practices, review web content for shifting to internal intranet, build shell

Content Collection Jan '23 to Mar '23

Meet with admin content owners to prioritize build elements, determine content display preferences and ongoing update responsibilities

Part 1 Build and Train Feb '23 to Jun '23

Create Home page, AJEDI and CBO area pages. Maximize system integrations, train content owners with proposed update process

Launch and test Spring '23

Launch intranet in first level of information sharing, collect feedback as new content is incorporated by admin teams

Follow #MasonScience on social media



Mason Science Marcomm Update

- ▲ **Communications / Marketing / Science Communications**
- ▲ **5-Ps:** People, Programs, Places, Partnerships, Pathways
- ▲ **Focus areas:** Strategy, Processes and Planning, Events, Media Relations, Branding (Print, Signage, and Promotional items), Digital communications, ROI/analytic measurement, Administration, and Mason-wide committees
- ▲ **Digital Communications**
 - Website (content creation, training, evaluation)
 - Annual Report (storytelling and list mgmt.)
 - Newsletter(s) 1-weekly+ 3 Institutes, The George, Momentum
 - Email marketing (enrollment, events, community)
 - Dean's Blog 1-weekly
 - Social media channels 7 college and 29 college-wide
 - Storytelling (video/Q&A) x 12

An Industry, Innovation and Science Partnership

Dean's Fellow Final Report to COS Faculty

Chaowei Phil Yang
Dean's Fellow for Industry and Innovation
Professor, GGS
cyang3@gmu.edu
March 24, 2023

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1. Study Statistics
2. COS Innovation and Translational Research Landscape
3. Agency Resources
4. Generic Recommendations
5. Short-term opportunities & long-term impact
6. Metrics
7. Specific Recommendations

Study Statistics

- Tasked in December 2021 and started January, 2022
- Met with 5 center directors with follow ups
- Met with 3 departments with follow ups
- Met with OTT for 3 times on patents/license, agreements, and venture capital respectively
- Invited ICAP/MEC to conduct a webinar
- Discussed details with MEC ICAP and Mason I-Corps programs
- Participated and analyzed approximately 10 NSF I/UCRC, TIP, RPI and other innovation program webinars
- Analyzed 20+ online resources on innovation and translational research
- Engaged approximately 20 contributors to the final report

Translational Research and Innovation

- Mason Science Domains
 - Biomedical Innovation (School of Systems Biology, Centers)
 - Geospatial and Environmental Innovation (GGs, AOES, ESP, etc., Centers)
 - Physical Science Innovation (Physics, Math, Chemistry Centers)
 - Computational and Data Infrastructure
- Industry
 - New startups
 - Government contractors
 - Large Science-based & IT companies
- A detailed analysis can be conducted to match the details

Agency Resources

NSF

- National Innovation Engine
- ART
- PFI
- I/UCRC and I-Corps
- “More program to come for different sizes of projects”

I-Corps (NSF & NASA)

SBIR and STTR (Phase I & II)

- NSF, NASA, NOAA
- EPA
- NIH
- DOD
- Energy
- Etc.

Recommendations

1. **Form a capability/function** within the Dean's office: foster and facilitate innovation, translation, and commercialization,
2. Encourage innovation and industrialization by **integrating such activities, with appropriate metrics, into faculty annual evaluations,**
3. **Set up student programs** to encourage innovation and entrepreneurship,
4. Sustain infrastructure, such as computing, for innovation and translational research, and
5. **Build in equity, diversity and inclusivity** into the innovation process.

Short-term Impact

- Better positioned for I/UCRC and I-Corps
- Better positioned for new innovation programs at NSF and other agencies
 - ART up to \$6M
 - Engine up to \$100M
 - PFI up to \$800k
 - SBIR/STTR up to ~\$300k, phase II up to \$1.5M
 - “More to come”, NSF TIP PDs

Leverage Mason Science low hanging fruits to target the national innovation initiatives

- # of and \$ of innovation projects
- # of faculty
- # of students
- # of teams (with DEI included)
- # of small businesses spun off
- # of industry companies engaged
- # of collaboration cross colleges and institutions

Long Term Strategic Impact

- A state and potentially national leader on innovation and translational research
- Alumni as successful CEOs, CTOs, etc.
- Potential return on revenue share
- Strong ties with industry for students/faculty interns
- Much better positioned to obtain endowment

Recommendation: From an Innovation and Translational Research Unit in the Dean's Office

- Faculty members who leads and champions among faculty and have had operational experience
- PM to organize all innovation-related activities
- Small award program with stipend for Undergraduate and Graduate student innovation-related activities
- Partial staff support for computing needs of innovation and translational research
- Dean's office support on logistics, communication, etc.

Thank you!

Advice, Comments, Questions

