

Practice to Research: Shifting the Paradigm to Partner with Local Universities



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Agenda

- Nature of Partnership
- Relationship to PQI Standards
- Decision Making Framework
- Action Plan Development

Welcome & Introductions

- Introduction
 - Name
 - Role
 - Agency
 - Where are you in the accreditation cycle?
- Think about a question you want answered about improving your business activities or services

Why Partner With Institutes of Higher Learning?

- Limited internal capacity for Continuous Quality Improvement (CQI)
- Demand for different expertise and knowledge
- Ability to obtain outside perspective
- Access to more networking opportunities
- Access to volunteers or young workforce

Drive the Research Agenda

- Broaden the definition of “research”
 - Culture of Curiosity
 - Rigorous Performance Measurement
 - Evaluation
 - Qualitative data
 - Quantitative data
 - Traditional research



Two Approaches

- Support Non-Profit Mission (Services)
 - Social and Behavioral Sciences
 - Public Health
 - Education
- Support Non-Profit Business (Admin Practices)
 - Business School
 - English
 - Political Science



Paradigm Shift

- Good Partnerships
 - Partnership for CANS Assessment Tool Training (S4KF)
 - PhD dissertation on paternal involvement in breastfeeding outcomes (CFC)
- Great Partnerships
 - Social Media Evaluation *University of Tampa-College of Business* (S4KF)
 - Success Stories *University of South Florida-English Department* (S4KF)
 - Explorer's Club – *RMC Research* (CFC)
 - Collaborative Research Institute:
University of South Florida- College of Public Health (CFC)

Relationship to PQI Standards





Step 1: What do we want to know?

- Identify the questions you want answered:
 - Efficacy of services/impact on consumers
 - Business decisions
 - SWOT questions
- Identify internal champions
- Identify resources needed to pursue questions



Step 2a: Who can help us?

- Nurture relationships
 - Board involvement with institutions of higher learning
 - Panel presentations at symposiums
 - Classroom presentations
 - Community initiatives
 - Alumni ties

PQI 3
PQI 6.04



Step 2b: How to Package the Project?

- Class credit opportunities
 - Internships
 - Data analysis projects
 - Research questions
- Promote the opportunities
- Determine project fit with candidate

PQI 4.01
PQI 6.01, 6.04



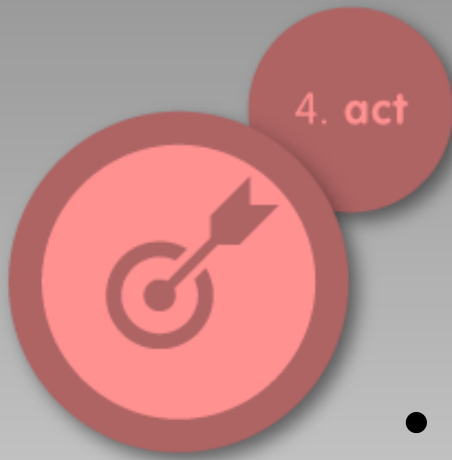
Step 2c: Implement the Project

- Pick a project & try it out!
- Regular communication
- Start with the end in mind and bring the project to closure.

Step 3: Did the Project Work?



- Evaluate...
 - Was the project completed?
 - Did the project answer the question?
 - How did the relationships between partners work?
 - How burdensome was the work to supervise the students?
 - Was there sufficient Return on Investment?



Step 4: Feedback Loop

- **Micro:** Disseminate the information of the project to answer the question.
- **Macro:** What was learned from the partnership that can inform future partnerships?

What Not to Do



- Don't over commit
- Sponsor projects outside your scope – mission drift
- Renew projects that haven't been helpful or evaluated

Collaboration with Research Institutions Decision Making Framework

Handout

Collaboration with Research Institutions Decision Making Framework

This decision making framework is a guide to assist with determining opportunities for engaging external research/university support in a barter relationship style. These relationships are project based (time limited with a discrete scope of work) and generally are not designed to support the agency's day to day business. Three guiding questions to get started:

- Is this a project with sufficient merit worthy of a partnership, i.e. does it have value for the organization and the research institute?
- Does this project require knowledge of day to day business practices that may require an intensive level of staff involvement?
- Would this project require substantial internal capacity to continue?

Decision Making Framework for Mission (Services)

Decision Making Framework for Mission (Services)						
What is something you want to improve, know or change?	Narrow the idea to a few specific questions or elements to identify the role for the researcher.	Who are your local research groups, universities and colleges that can help answer the questions?	What are the skills you are seeking (qualitative evaluation, quantitative evaluation, literature reviewing, writing, subject matter experts)	What are the likely academic departments that would be able to answer this question?	Is this a one-time special project or does it require a longer term investment; what is the time involved estimate?	What is benefit to student, professor, department or institution?

Framework's Guiding Assumptions

- ✓ Focus on Mission (Services) or Business (Administration)
- ✓ Project based
- ✓ Outside the scope of agency's daily operations
- ✓ Sufficient value worth the partnership
- ✓ Level of staff involvement is low intensity
- ✓ Sustainable post project



Considerations

1. What do you want to improve, know or change?
2. Narrow the idea to a specific element
3. Who are your local research groups?
4. What are the skills you are seeking?
5. What are the likely academic departments?
6. Is this a one-time special project or longer term investment?
7. What is benefit to researcher?

What is something
you want to
improve, know or
change?

Narrow the idea to a
few specific
questions or
elements to
identify the role for
the researcher.

Who are your local
research groups,
universities and
colleges that can help
answer the
questions?

What are the skills you
are seeking (qualitative
evaluation, quantitative
evaluation, literature
reviewing, writing,
subject matter
experts)?

What are the likely
academic
departments that
would be able to
answer this
questions?

Is this a one-time special project or does it require a longer term investment; what is the time involved estimate?

What is benefit to
student,
professor,
department or
institution?

Recap

Plan

- Identify something to improve and the relevant partners.

Do

- Foster a relationship and try it out on 2-3 projects.

Check

- Review whether it yielded benefits for both partners.

Act

- Develop an opportunity list for future partnerships.

Plus/Delta

+

Δ

What is one thing that worked well?

What is one thing to change?

Closing Comments & Questions



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