



# Branding Your Research Group

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Murray Gray  
Vice Provost (Academic)

# Outline

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1. Why brand you're a research group?
2. University and faculty policies
3. Opportunities and Challenges
4. Recommended strategy
5. Roles and responsibilities of the Faculties and the Central Administration



# A Brand – Who is the audience?

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- ▶ **External:**

- ▶ Users of research results (knowledge translation)
- ▶ Collaborators
- ▶ Sponsors
- ▶ Prospective students
- ▶ Media

- ▶ **Internal:**

- ▶ Current students
- ▶ Colleagues



# Elements of a Brand

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- ▶ Name
- ▶ Multiple members?
  - ▶ Strength in numbers
  - ▶ Credibility
  - ▶ Sharing the administrative load
- ▶ Web presence
- ▶ Academic activities
  - ▶ Seminars
  - ▶ Courses – internal and external
- ▶ Social activities
- ▶ Sponsorship



# Naming of research groups

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- ▶ Many descriptors are free for use in Faculty of Engineering
  - ▶ Group
  - ▶ Laboratory
  - ▶ Facility
- ▶ Chairs are very popular in Engineering
  - ▶ Need sponsor(s)
- ▶ Centres or institutes
  - ▶ **Application must be sent by the Dean to the Office of the Provost for assessment and approval**
  - ▶ Centres engage multiple faculty members, mainly within a single faculty
  - ▶ Institutes engage multiple faculties



# Guiding principles for centres and institutes

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## ▶ Academic

- ▶ **Credible:** Scope of scholarship builds on academic strengths of UofA
- ▶ **Recognized:** Institutes enhance UofA's leadership in scholarship and education
- ▶ **Influential:** Institutes examine important societal issues
- ▶ Support education of students (UG and graduate) and PDFs
- ▶ Foster interdisciplinary and multidisciplinary research

## ▶ Financial

- ▶ Once established, institutes use minimal funding from university base budget

## ▶ Organizational

- ▶ Each unit reports to a single dean
- ▶ Provide for regular review of scope and performance



# Opportunities for centres

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- ▶ **Successful centres require:**
  - ▶ Compelling vision
  - ▶ Effective leadership
    - ▶ Champions (often deans) are essential
  - ▶ Academic excellence and commitment
  - ▶ Money from committed partners for sustainable and credible operation



# Centre Director

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