



# NCURA Region IV

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## Region IV Spring Meeting: Cleveland Rocked!

“Research Rocks” was the theme of this year’s regional conference in Cleveland, Ohio, which was very fitting since the city is home to the famous Rock and Roll Hall of Fame and Museum. The theme is based on the musical term, “rock and roll,” which is a genre of popular music that originated in the U.S. during the late 1940s and early 1950s, primarily from a combination of blues, country music, jazz, and gospel music. Interestingly, the theme was selected for our meeting because research often is a melting pot of many things, and with the increase in interdisciplinary research, we research administrators must be versatile in our knowledge and skills.

The keynote speaker was **Jim Henke, chief curator of the Rock and Roll Hall of Fame and Museum**, who recounted his jaw-dropping encounters with the greatest musicians of all time, such as Les Paul, Bruce Springsteen, U2, Neil Young, and the Rolling Stones. Henke (pictured below) said that acquiring artifacts for the Hall of Fame is akin to good research administration—understanding how to communicate with musicians (i.e., faculty and administrators), persuading artists to contribute artifacts (i.e., writing strong grant proposals), and maintaining the integrity and reputation of the Hall of Fame so that musicians will continue to contribute artifacts (i.e., compliance). While most of us enjoy our careers in research administration, it was hard not to be envious of a person whose typical work day is spent with a musician like Mick Jagger and reviewing his first handwritten scribbles to “It’s Only Rock and Roll”!

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## Greetings from the Chair's Corner



**D**ear Region IV Friends:

Summer weather has finally arrived for many of us in Region IV. While the year has absolutely flown by, before we move into summer I wanted to take time to reflect upon our spring. The regional meeting in Cleveland, "Research Rocks," was held on April 16-20, 2011. I heard many positive comments from members and, in my humble opinion, the meeting was a great success. We had more than 225 registrants and also tripled our expected profit! Given the economic hardships that many of our institutions are facing, this is especially great news.

A special thank you goes out to the Program Co-Chairs, **Robert Aull & Elena Cruse**, and to the Program Committee. Each and every person on the committee deserves credit for a successful meeting. I'm amazed at our members' willingness to throw a hand in the pile to contribute—that is what makes NCURA and research administrators who they are. It is this volunteer spirit and service that help us forge ahead.

In the summer and fall, Region IV will continue to offer a variety of professional development opportunities in a nurturing setting, where we can share day-to-day research administration challenges and learn best practices. Some items on my to-do list are:

- **Continuing the work of the Mentoring Program Task Force.** Recommendations for the region include providing three areas of mentoring: guiding/navigation, mentoring for leadership, and mentoring for the workplace.
- **Continuing the work of the Website Task Force.** Recommendations include a redesigned Website and entering the social media world through Facebook and Twitter.
- **Working to define volunteer roles in the Region.** This will better assist with volunteer recruitment.

If anyone is looking for other professional development opportunities, please don't hesitate to contact me or any of the Region IV Board members.

For me, the regional meeting reminded me that this research administration "gig" is not just a job. There are many people who are working on their craft. At regional meetings, professional relationships are established that help someone like me develop within the profession. We do have some committee positions to help us in the coming year. They are:

- Awards Committee Chair: **Elena Cruse**, University of Kansas Medical Center
- Communications Chair: **Sue Kelch**, University of Michigan
- Membership Committee Chair: **Sheila Lischwe**, Saint Louis University
- Nominations Committee Chair: **Christa Johnson**, Southern Illinois University Edwardsville
- Regionally Elected Member to the National Nominating and Leadership Development Committee: **Dave Lynch**, Mayo Clinic
- Site Selection Chair: **Michelle Ginavan-Hayes**, University of Kansas Center for Research
- Site Selection Member: **Natalie Goodwin-Frank**, Washington University
- Volunteer Coordinator: **Debbie Meltzer**, University of Wisconsin-Madison

**If anyone is looking to get involved, please don't hesitate to contact me or any of the folks listed above.**

Lastly, a special thank you to all the great workshop faculty and concurrent session presenters, who did a fantastic job at the Regional Meeting! These folks offer a wealth of knowledge and can be added to your NCURA network. All presentations are posted on the Region IV Website under "Session Handouts." We also had many conference volunteers, all of whom were instrumental in putting such a great conference together for the Region IV membership. Thank you!

Mark your calendars: Next year's spring meeting is in St. Louis (April 14-17, 2012).

Best wishes,  
~ David Ngo, Region IV Chair  
University of Wisconsin—Madison

But Henke's presentation wasn't the only showstopper of the conference—there were many equally interesting and informative sessions to attend. Here are some highlights:

- **Protecting Intellectual Property in Research** – This fascinating session was moderated by **Dorothy Spurlock** from the University of Toledo and Agent **Michael Maltbie** of the FBI. Agent Maltbie and his team explained the James Bond-style ways in which people can steal your faculty members' research from their electronic devices. They also discussed the importance of protecting export-controlled research, and presented a riveting case study of a university professor who violated export control laws.
- For research administrators working with faculty in collaborative research projects, the session **Collaborative Grantseeking: Painful or Precious?** presented by **Jeremy Miner** from the University of Wisconsin-Eau Claire and **Jim Maus** from the Washington University School of Medicine, addressed common pitfalls in collaborative projects and offered excellent strategies for helping your PIs manage the collaboration process.
- Many granting agencies have limited-submission competitions that require an external peer-review process. **Coordinating Internal Competitions** provided terrific advice on this topic, as **Patience Graybill Conde** from Southern Illinois University in Edwardsville discussed the role of the research administrator in conducting internal competitions, from helping faculty prepare their proposals, to coordinating review panels, to post-award administration of internal awards.
- As always, there were many sessions and tracks to choose from, including **NIH and NSF Updates, Reviewing and Negotiating Industry Contacts, Cultivating Faculty from Pre-Award to Post-Award, Why be a CRA?**,

### **Building a Better Closeout Process, and Davis Bacon & Buy American.**

And if there wasn't a session for a topic you are interested in, consider presenting at the next regional conference. NCURA always welcomes and encourages members to serve as presenters. Workshops and sessions are planned almost a year in advance, so it's not too soon to offer your services!

I would be remiss if I did not mention other conference activities, including the ever-popular **Hospitality Suite, Newcomer's Reception, and Dinner Groups**. And if you joined your friends for appetizers and drinks at the **Cleveland Museum of Natural History** (sponsored by **Elsevier**) you were not disappointed. It was great fun meandering around the dinosaur and geology exhibits, and I also witnessed several attendees reenacting scenes from the movie **"Night at the Museum."** Other interesting offsite adventures included the **Great Lakes Science Center**, which is conveniently located near the **Rock and Roll Hall of Fame and Museum**.

Hats off to those who organized and planned this year's regional conference in Cleveland! It was a great experience learning from sessions and networking with colleagues. Hoping to see you in Washington, D.C. and then in St. Louis!

*~Michelle M. Schoenecker, Secretary  
University of Wisconsin-Milwaukee*



# The Future of Region IV Depends on YOU

This past year our (then) Chair, **Christa Johnson** (the one with the beautiful hair who made the perfect Glenda the Good Witch of the North at the annual meeting a couple of years ago), asked me to Chair the Region IV Nominations Committee. I agreed, thinking it would be a small and easy task. Committee members **Marjorie Piechowski**, **Greg Luttrell**, and **Bill Sharp** surely made the job easier, but we need help from *all* Region IV members to identify candidates for regional governance positions.

To obtain last year's slate of candidates, I did a lot of phone calling and e-mailing asking for interest. All of the people I approached were happy to be asked, and most were willing to put their names forward. But Marjorie, Greg, Bill, and I can't possibly know everyone in Region IV—if we cannot rely on the membership to nominate individuals or to identify people for us to contact, then we are stuck with the people who we know as your future representatives. Luckily, we knew a lot of good people this year.

This is my plea for the future of Region IV—*PLEASE self-nominate for leadership positions or ask a close colleague to nominate you if you are interested in getting involved in the governance of Region IV*. The next call for nominations will be in the fall, but we always appreciate knowing in advance who is interested and who YOU think would make good additions to the Region IV leadership team.

Serving on the Region IV board is rewarding, fun, and great for building your resume and broadening your leadership skills. Please don't pass up the opportunity to nominate yourself or others for these positions that are available next year:

**Chair-Elect:** Responsible for chairing the program committee for the spring regional meeting, succeeding the Chair when the Chair's term expires, and serving as Past-Chair on the Region IV Board the following year (three year commitment).

**Secretary:** The Secretary will record, transcribe, and distribute minutes of the Region IV Board of Directors and regional business meetings. The Secretary will maintain all written non-financial records for the region and send copies of those records to the regional Webmaster for posting (two year commitment).

**Treasurer-Elect:** The Treasurer-Elect will assume primary responsibility for registration forms and fees, maintaining attendance lists, creating name tags for the first regional meeting following election, and train under the incumbent to assume the remaining duties of the Treasurer (three year commitment).

**Members-At-Large:** Although no specific tasks come with the election to these positions, board members are expected to contribute to discussion and potentially chair a committee or task force as requested (two year commitment).

Additional descriptive information for each of the officer roles can be found at [http://www.ncuraregioniv.com/pdf/Administrative Procedures 2007.pdf](http://www.ncuraregioniv.com/pdf/Administrative_Procedures_2007.pdf).

To nominate yourself or others, please contact me at [b-seaton@wiu.edu](mailto:b-seaton@wiu.edu) or soon to be Nominations Committee Chair Christa Johnson at [cjohnaa@siue.edu](mailto:cjohnaa@siue.edu). We look forward to hearing from you!

~ Beth Seaton, Nominations Committee Chair  
Western Illinois University

# Social Media in Research Administration?

When I think of social media, my thoughts automatically go towards Facebook and Twitter. However, there are many—almost too many—social media tools available now, some of which you might not even think of as “social media.” Social media is part of our society, and we can either embrace it and use the tools that it provides, or resist it—either way, there has to be a balance. At the 2011 regional meeting in Cleveland, my colleague Nick Novak and I discussed the pros and cons of social media in our presentation titled “Social Media in the Workplace – Okay for the Organization, but not the Employee?”

## Social Media and Sponsored Research

During our research for the presentation, we found several research and sponsored programs offices that currently use Facebook. Using a tool like Facebook can be beneficial, but an office needs to analyze its purpose before launching a page and discuss other important considerations such as who will maintain the page and provide appropriate content. Most of our institutions or organizations now use Facebook, Twitter, and other social media, but does it make sense for research administration and research administrators to use such tools? Basically, it depends.

## Pros and Cons of Social Media

The benefits of social media include free publicity, the ability to quickly disseminate messages and information, reaching a wide audience, networking, and offering another way for people to learn and interact with your organization. The drawbacks of social media include frequent updates, discretion in postings, controlling unwanted messages/comments, sufficient time and resources, security issues, and attracting and retaining people to your page (i.e., “followers”). As you can see, there is a fine balance between the pros and cons in determining whether to pursue social media for your organization, office, or program.

My experience with social media, mainly Facebook, has been positive and I have used it for numerous purposes, mostly outside of the realm of research administration;

however, I believe it can have some value to a sponsored projects office if used correctly. Of course, it will take time, resources, and strategically made decisions up front to develop a plan for implementation and maintenance. Furthermore, you cannot replace other forms of communication with social media, and should not rely on it to reach all of your intended audiences—since not everyone has a Facebook page or access to Facebook, you must continue using more traditional forms of communications such as e-mail, web postings, and memos.

## Other Social Media Tools

Social media can be used internally within an office environment to streamline tasks. For example, use Twitter as an “in/out board” by “tweeting” when you are in and when you are out of the office. Doodle

([www.doodle.com](http://www.doodle.com)) is an effective tool for scheduling

meetings, especially when managing complicated schedules.

Google now offers numerous features, including calendars, documents, spreadsheets, presentations, and online forms, making it easy to share information between people. Lastly, another popular tool is

LinkedIn, a networking site similar to Facebook but more professional. LinkedIn helps you

create a professional network among your colleagues and their connections.

## NCURA and Social Media

NCURA recently created a social media policy and guidelines for the organization and its regions. This policy is posted on the NCURA Website and can be accessed at [http://www.ncura.edu/content/about\\_us/policies/social\\_media\\_policy.php](http://www.ncura.edu/content/about_us/policies/social_media_policy.php).

Hopefully, this article helps you weigh the pros and cons of using social media in your area of research administration. If anything, you can always try it out and see what happens!

~ Aaron Crandall, Communications Committee Member  
University of Wisconsin-Madison

(Disclaimer: Be sure not to create a social media account/page for your office if you are not authorized to do so.)





# Region IV Awards Announced

The Awards Committee recognized three members for their commitment to research administration and to the region at the Awards Luncheon on April 18, 2011, at the Region IV Spring Meeting in Cleveland, Ohio.

First, the **Kevin Reed Outstanding New Professional Award** for 2011 was awarded to **Ms. Bonniejean Zitske**, Managing Officer, Non-Federal Post-Award Team of the Office of Research and Sponsored Programs at the University of Wisconsin-Madison. This prestigious award recognizes members who: 1) have no more than five years' experience in the research administration field; 2) are a current or past member of Region IV; 3) have been involved with NCURA through service in a regional or national committee; and 4) must have participated in an annual meeting as a presenter, panelist or moderator at either a regional or national level. Most importantly, nominees should evidence a quick willingness to offer their abilities, time, commitment, and enthusiasm to Region IV.



Above: Jim Maus presenting Kevin Reed Outstanding New Professional Award to Bonniejean Zitske

Bonniejean has been a member of NCURA since 2008, when she began her research administration career. As a 2009 Travel Award Recipient, Bonniejean immediately began volunteering for hospitality suite and registration desk duties. By 2010, she was not only a concurrent session presenter at the Region IV Spring meeting, but also the Chair of the Region IV Membership Committee and a National Meeting volunteer. In 2011, Bonniejean has served as a Region IV workshop and concurrent session presenter, FRA12 Roundtable Leader, and a member of the Region IV Program Committee.

The Awards Committee also recognized two **Spring Travel Award** recipients at the Awards Luncheon: **Ms. Angie Kebbeh**, Accountant Journey of the Research and Sponsored Programs Office at the University of Wisconsin-Madison, and **Ms. Claire Whittaker-Smith**, Grant & Contract Specialist with the Grant Review & Analysis Office at the University of Michigan Medical School. The Travel Award provides up to \$1,000 towards expenses associated with attending the regional meeting. The recipient should be new to research administration and have never attended a regional meeting.

I would like to thank and recognize the members of the Awards Committee for their efforts to recognize Region IV's best. The committee members are: **Robert Andresen**, University of Wisconsin-Madison; **Julia Rodriguez**, University of Missouri-Columbia; and **Carole Knight**, Ph.D., St. Louis University.

~Glenda A. Bullock  
Awards Committee Chair  
Washington University in St. Louis

# RCR: Taking Responsible Research Seriously

The federal government currently mandates that research institutions applying for funding from the National Science Foundation and selected programs from the National Institutes of Health must have a program in place to instruct students, post-docs, and research trainees on how to conduct research responsibly and ethically. I'm going to go out on a limb here, but I think most people consciously live their lives trying to do the right thing, taking responsibility for their actions, living by the values and ethos they have known since childhood—but are researchers inherently less ethical or responsible than others, as the Fed's mandate implies? Again—out on that limb—I don't think so. We're talking about grown-ups here, not five-year olds who steal from the cookie jar.

Helping our researchers to know what is ethical and responsible in their investigations at every stage of their careers is a big part of what research institutions are supposed to do, especially institutions of higher education. And the U.S. Office of Research Integrity (ORI), the National Institutes of Health (NIH), and the National Science Foundation (NSF) particularly want to be sure we take that responsibility seriously if we're going to accept federal research funding.

## The Problem

The truth is some researchers just do wrong things—stupid wrong things. When the ORI conducted a survey on research misconduct, it found 201 instances of possible misconduct observed by 2,212 researchers (quoted in DuBois & Ducker, 2009). DuBois and Ducker extrapolated that to mean approximately 2,300 potential instances of research misconduct occur each year in DHHS-funded research. ORI, however, reports only about 24 instances of institutional investigations into research misconduct each year. What about the other 2,276?

If more than 2,000 events of research misconduct are being observed but not reported, it could mean several things: 1) few people want to be whistleblowers; 2) apathy reigns; or 3) responsible conduct of research and research misconduct are not clearly defined and, therefore, difficult to identify. I'll take Door Number 3.

## Defining Research Misconduct

The ORI's definition of research misconduct is fairly broad: fabrication, falsification, or plagiarism in proposing, performing, or reviewing research, or in reporting research results. Obviously, this doesn't cover every instance of wrongdoing in research, and doesn't describe responsible research. What about sabotaging a colleague's research, as reported in

the *Federal Register* (April 27, 2011) and investigated by ORI (*Federal Register*)? Sabotage certainly is wrong, and potentially criminal, but it doesn't fit neatly into ORI's categories of fabrication, falsification, or plagiarism. If a researcher mistreats animals used in a study, how does that fit into ORI's categories?

To quote NIH's NOT-OD-10-019: "...responsible conduct of research is defined as the practice of scientific investigation with integrity. It involves the awareness and application of established professional norms and ethical principles in the performance of all activities related to scientific research." As you can see, there's room for interpretation here as well.

Most universities have as part of their mission to provide a foundation of ethics for each of their students, faculty, and staff. The goal of the mandated Responsible Conduct in Research (RCR) training is not merely to stop individuals from committing research misconduct as defined by ORI—it's the "responsible" part that research institutions must address, and, coincidentally, is the most difficult.

## Strategies for Implementing RCR Training

One of the most important requirements to get your RCR program off the ground is to get buy-in and support from upper-level administrators. Without their support, your program won't get the attention it deserves and needs. Create a policy to comply with the RCR requirements, advertise it and post it on your websites and in areas where research trainees will see it. The policy should include what the institution will offer and what encompasses meeting the federal mandates.

A complicating issue is finding out exactly who needs to be trained in RCR to comply with the federal regulations. Because this training is mandatory for post-docs, trainees, and students supported by NSF and/or NIH grants, it's important not to miss anyone who may be required to take part in the RCR program. Perhaps the best way to catch all potential RCR-trainees is to require that everyone working on research projects take the training; however, this adds cost, time, and effort for the trainers and trainees, and it is probably impossible to mandate training for every person in your institution.

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Instead, reports on payroll records can be used to show specific individuals supported with salary from an NIH or NSF grant. HR departments can provide reports that include classification of employees based on their job types, e.g., research associate, post-doc, student worker, graduate assistant. One of the best ways to be sure to catch everyone—or at least to alert everyone that this training is mandatory—is to broadcast the requirements on your institution's internal communication systems to all PI's, faculty, staff, and students. While the institution is responsible for developing and providing the RCR instruction, the individual trainees are responsible for attending and completing the program.

### Timing

Hopefully, PI's with NIH and NSF grants will know about these requirements when they apply for funding, but this may not always be the case. It is critical that PIs read and understand the requirements of each grant application, because many of them will now include the RCR instruction component, and the program requirements may vary by federal agency. When grants requiring RCR training are funded, research administrators can alert PI's of this responsibility and remind them it is in their best interest to ensure all of their trainees, post-docs, students and others involved in the project receive RCR training. That's a good time to remind them of the program that you have developed.

Although the guidance from NIH and NSF is fairly general about how and when you must provide RCR instruction, trainees should have available to them the entire program before their training ends. That is, if a post-doc is on a two-year assignment, the RCR instruction should be accomplished prior to the end of that two year-term.

### Program Content Requirements

The training program should include these nine areas of RCR:

- Data Acquisition, Management, Sharing and Ownership
- Conflict of Interest and Commitment
- Human Subjects
- Animal Welfare
- Research Misconduct
- Publication Practices and Responsible Authorship
- Mentor / Trainee Responsibilities

- Peer Review
- Collaborative Science

Addressing all of these areas can be daunting—especially for smaller institutions with seriously limited resources. Even large institutions may have difficulty finding experts in all of these areas who are willing to participate in a formal RCR program. But institutions that accept certain NIH and NSF awards must comply, or forget about applying for that research funding. Without a thorough and effective RCR training program, applications will be returned without review.

### RCR Resources

Before panic sets in, let me assure you that help is available. Meeting the expectations of RCR instruction can be accomplished in several ways, and resources are abundant:

The ORI Website (<http://ori.dhhs.gov>) has a resource section, which is very helpful and offers guidance on developing RCR programs.

- Your institution's departments or schools can develop curricula that are required for all individuals involved in research.
- Departments can develop targeted RCR training that is specific to their disciplines and in accordance with guidance from their professional associations.
- In special instances, research trainees, students, and post-docs can direct their own RCR training; the funding agency should be consulted regarding acceptable content.
- PI's can apply for grants with a training component and perhaps obtain funding to develop or conduct the training.
- Individuals can be encouraged to attend workshops and seminars from professional organizations focused on responsible conduct of research.
- PI's can develop RCR training specific to the projects in which the trainees are involved.
- Online training, like the Collaborative Institutional Training Initiative (CITI) programs can be a good base for institutional programs (<https://www.citiprogram.org/default.asp?language=english>).
- Institutions can develop their own umbrella online programs and make them available to all researchers.

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### Hybrid Instruction

While online training like the CITI programs may provide a good basis for RCR, NIH requires face-to-face instruction as well. Except in very unusual circumstances, NIH expects eight hours or more of interaction in which trainees not only can read information or listen to online lectures, but also have an opportunity to participate in discussion.

A combination of online instruction and a series of workshops in which specific areas of RCR are covered works well. The sessions could be spread out over a semester, an academic year, or accomplished all in one eight-hour block, whichever is most appropriate for your institution and your trainees. In these sessions, experienced faculty make excellent discussion leaders or panel members to guide the instruction. Curricula developed that span a semester or academic year and touch on all nine required areas will satisfy the face-to-face requirement, and could also include an online component.

### Program Monitoring

Regardless of the method your institution chooses to meet the RCR instruction mandate, RCR training must be a continual part of a researcher's career and should be repeated at least once every four years.

When the RCR instruction program is in place, institutions are required to monitor course attendance and provide a certificate of completion or documentation of participation as each individual completes the course. One person, or a small group of persons, at the institution should be responsible for developing the program (collaborating with other departments), scheduling sessions, collecting information, and documenting and monitoring compliance. This can be tricky, especially if you have developed several different ways to meet the requirements (i.e., department curriculum, institutionally sponsored seminars).

NIH expects institutions to maintain records sufficient to demonstrate that NIH-supported trainees, fellows, and scholars have received the required instruction. NSF expects institutions to be able to verify individuals (undergraduates and graduates and post-doctoral researchers) who receive NSF funds (support from salary and/or stipends to conduct research on NSF grants) will obtain RCR training. Therefore, someone must coordinate and assimilate all the information to document compliance, and prepare and distribute the certificates of completion.

### Audit and Compliance

It's not certain if NIH, NSF, or ORI will audit institutions for these programs, but NSF has stated that institutional programs are subject to review on request. Each institution should evaluate its own program, with feedback from participants, to ensure that trainees fully understand the components of responsible conduct in research.

What are the consequences of not providing RCR instruction to those who are subject to the federal regulations? They include loss of funding; negative media exposure; costly investigations into alleged misconduct at your institution; or investigations by ORI. However, most importantly, it may mean sending out our research trainees into the world without the background they need to do responsible research.

### Strong Foundations for Strong Research Careers

Starting researchers at the beginning of their careers with a good foundation of responsible conduct of research will reap benefits not only for the institutions that provide the instruction and those who are trained, but also for society when these researchers become the scientists and physicians of the future. We all want to produce the best, most ethical and responsible investigators. They probably won't learn by osmosis—we need to give them some help along the way. And we should, whether the government requires it or not—it's the responsible thing to do.

### References:

- DuBois, James M. and Ducker, Jeffrey M. (2009). Teaching and Assessing the Responsible Conduct of Research: A Delphi Consensus Panel Report. *The Journal of Research Administration*, volume XL(1), 49-70.
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- Federal Register: April 27, 2011 (Volume 76, Number 81) [Notices] [Page 23599-23600] From the Federal Register Online via GPO Access [wais.access.gpo.gov] [DOCID:fr27ap11-72]

~Carole Knight  
Communications Committee Member  
Saint Louis University

# Your Ideas are Needed!

## Region IV Website Update and Contest

The Region IV Website Task Force was created last fall to review our current website and to recommend design and content changes that best represent our region and the character of Region IV. This spring, the Task Force team spent many hours sifting through the Website, detailing our suggested changes to the design, navigation, and content, as well as to the software. We presented our report to the Region IV Board at the Spring Business Meeting on April 17, 2011, and received approval to create the new face of the Region IV Website.

Members of the Task Force will continue working on the website facelift over the summer. A big part of our work focuses on creating a site that is easy to navigate, contains a library of information, and invites visitors to acquaint themselves with our region and its members in an interactive way.

With those thoughts in mind, the Task Force is looking for ideas from the Region IV membership. We want to know what YOU think best represents us as a group. **In fact, we are so interested in hearing what you think, we are holding a contest for the best Region IV home page banner idea.** Here are the details:

### What is a Banner?

The banner is the colorful design at the top of the home page that identifies the site, reflects the organization's personality and image, and attracts visitors to stick around and look through our site. For example, on our current home page (<http://www.ncuraregioniv.com/>), the banner is the top section above the menu bar that has visuals (e.g., colors, pictures; font style, type) and wording (e.g., Region IV name, states in the region).

### The Contest

Submit your written design idea (not an artistic rendering) to **Sue Kelch** ([scowles@umich.edu](mailto:scowles@umich.edu)). Describe in detail what you think our Region IV home page banner should look like (just a paragraph or two will do). Entries may include conceptual themes, logo suggestions, visual themes, and other unifying concepts.

### Selection Criteria

The Website Task Force will compile the design ideas and submit them to the Region IV membership for a vote. The winner will be announced at the November, 2011 NCURA Annual Meeting in Washington, DC.

### Grand Prize: \$20 Amazon Gift Card

### Deadline: Submissions are due September 30, 2011.

So get those creative juices flowing! We're really looking forward to hearing from the membership. Even if your idea is not selected as the winner, it will certainly help guide us as we create a site that represents the character of Region IV.

*~Sue Kelch  
Communications Committee Chair, Other Board Member  
University of Michigan*



### "LIKE" US ON FACEBOOK!

NCURA Region IV is now on Facebook! Facebook is a great networking tool to keep up to date with the latest Region IV news and events. To join the group, "like" us on our Facebook page (<http://www.facebook.com/pages/Ncura-Region-IV/134667746605561>). We hope to see you on Facebook soon!

## Region IV Business Meeting— Spring 2011

The minutes from the Region IV Business Meeting held on November 1, 2010, at the national meeting in Washington, DC, were approved without changes.

The Spring 2011 Business Meeting was well attended, as **Christa Johnson**, Board Chair, called the meeting to order. The first order of business was to officially hand the gavel over to Chair-Elect **David Ngo**. David thanked Christa for her strong and effective leadership, and parting gifts were presented. As the new Chair, David welcomed the new Chair-Elect, **Jeff Ritchie** from Aurora Health Care.

Committee chairs and members have been busy this year, and reports were made from the Treasurer and the following committees: Awards, Nominating and Leadership Development, Membership, Communications, Programs, Site Selection, and the National Committee.



### Treasurer's Report – Shannon Sutton

Region IV is solvent and in good financial order.

### Awards Committee – Glenda Bullock, Chair

Three awards will be announced at the Awards Luncheon on April 18, 2011: the Kevin Reed Outstanding New Professional Award, and two Travel Awards.



### Nominating and Leadership Development Committee – Beth Seaton, Chair

The results of the April elections are as follows:

- \* **Chair-Elect: Jeff Ritchie**, Aurora Health Care
- \* **At-Large Regional Board Member: Tricia Callahan**, Miami University, and **David Schmidt**, University of North Dakota
- \* **Region IV Elected Member to the National Board of Directors: David Lynch**, Mayo Clinic
- \* **Other Board Member: Sue Kelch**, University of Michigan

### Membership Committee – Bonnejean Zitske, Chair

A Newcomer's reception for new Region IV members was held in the Hospitality Suite on April 18. Special recognition was given to **Sheila Lischwe** from Saint Louis University for serving as the regional Volunteer Coordinator and for her hard work in organizing the spring meeting, in which 70 members had volunteered.

## ... Region IV Business Meeting— Spring 2011 (continued)



### **Communications Committee – Sue Kelch, Chair**

**Rick Middleton** from Central Michigan University is the new editor for the newsletter. The Website Task Force continues to assess the current Region IV Website and make recommendations for improving the design, content, and navigation. In the next few months the Website Task Force will be announcing a contest for the best idea for redesigning the banner on the Region IV home page.

### **Programs Committee – David Ngo, Chair**

There were 226 registered attendees at the spring meeting, up from previous years. The 2012 spring meeting will be held April 12-14 in St. Louis and will be a joint meeting with Region V.

### **Site Selection Committee – Jaime Caldwell, Chair**

The 2013 spring meeting will be held April 14-17 in Milwaukee at the Hyatt Hotel. Room rates are \$139 for a single room.

### **National Committee Reports – Heather Offhaus and Diane Barrett**

The 53<sup>rd</sup> Annual Meeting will be held November 6-9 at the Washington Hilton in Washington, DC; beginning in 2013, the meeting will be held annually

in August to reduce costs. The National Board has approved a policy for social media ([http://www.ncura.edu/content/about\\_us/policies/social\\_media\\_policy.php](http://www.ncura.edu/content/about_us/policies/social_media_policy.php)) and a policy for Advertising and Sponsorship ([http://www.ncura.edu/content/about\\_us/policies/advertising\\_sponsorship\\_policy.php](http://www.ncura.edu/content/about_us/policies/advertising_sponsorship_policy.php)).

Nominations are needed for travel and distinguished service awards; the deadline is May 25, and volunteers are needed to serve as faculty for the NCURA traveling workshops. Lastly, the national office will soon launch an International Fellowship Program; five scholarships of up to \$2,000 will be awarded.

### **New Business – Christa Johnson, Board Chair**

**Christa Johnson** recognized the outgoing Region IV board members: **Jeff Ritchie, Kirsten Yehl, Beth Seaton, Dorothy Spurlock, Glenda Bullock, Jamie Caldwell, Steven Geiger, and Heather Offhaus.**

*~Michelle Schoenecker, Secretary  
University of Wisconsin-Milwaukee*



# Volunteer Opportunities Abound!



**NCURA** does not exist without its volunteers. Take this article, for example— we volunteered to write it. And somebody else (thank goodness) volunteered to edit it. And somebody else volunteered to get it posted on the Region IV Website.

None of what we're about to tell you happens without the assistance and dedication of our members.

The next time you're at the Regional Meeting, consider that nearly every other person you see has volunteered to do something to make that meeting possible. You see the Presenters and the people working at the registration desk, but what you don't see are the members of the program committee making dozens of calls and e-mails to put together the program.

You also don't see the people who coordinate the dinner groups, or scout locations for our offsite event. You don't see the people who tally the online registrations and make sure there are enough projectors and laptops for each meeting room.

And you don't see the people who coordinate this small army of volunteers to make it all happen.

Our not-too-subtle point is that, as an organization, NCURA needs your time and talent. We have committees at the regional level where you can participate for as little as a few hours per year, and there are multiple opportunities to volunteer at the national meeting.

Are you new to NCURA? There's no better way to get to know your fellow members than spending a little time working the registration desk or the hospitality suite. Looking to sharpen your skills? Becoming a presenter is the best way we know to become a subject matter expert.

Lastly, volunteering is FUN – creating new friendships, collaborating and sharing ideas, and celebrating successes. To learn more about volunteer opportunities with NCURA, please contact either **Sheila Lischwe** ([lischwst@slu.edu](mailto:lischwst@slu.edu)) or **Debbie Meltzer** ([dmeltzer@wisc.edu](mailto:dmeltzer@wisc.edu)). Come join the fun!

*~ Jeff Ritchie, Chair-Elect  
Aurora Health Care*

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