Challenges to Establishing a Broader Impacts Infrastructure

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Challenges

Who pays the bills?
Where do you live?
Who are your clients?
What is currently going on?
How do you herd cats?
Why you versus what’s always been done?
If you don’t do broader impacts, what do you do?
How many people does it take to change a culture?
Who pays the bills?

- Institution versus External Funding
  - Departments, colleges, upper-level administration
  - External funding agencies, such as NSF

- Grant funded

- Can you be self-sustaining?
  - Only if you offer a service (programming, assessment, paid training)
Where do you live?

Upper Administration

Provost or Office of Research

College Level

Department Level

Are you a separate office or part of something else? (GWN)
Who are your clients?

Don’t hang out your shingle until you have something to offer.

Faculty buy-in is key!

CNA—Client Needs Assessment

Advisory Board

Testimonials
What is currently going on?

Documentation is nice work if you can get it!
Qualtrics study 12% response

Provides great information for your institution and faculty, but almost impossible to get

Trying to be efficient in information collection is a bear!
How do you herd cats?

- How to herd cats
- Don’t let anyone tell you it’s easy
- No one can do it better
- How to be centralized in a decentralized society?
  - Advisory Board can help
  - Maximizes resources and reduces redundancy
  - You work with everyone—not just the hard scientists
- There will always be outliers
Can’t we do what we’ve always done?

- Relates to cat herding
- BI is more than K12 outreach and undergraduate research
- Individual programs are stretched thin
  - Triage
  - Work together not in competition
If you don’t do broader impacts, what do you do?

“PIs are expected to be accountable for carrying out the activities described in the funded project” (NSB, 2011)

It is okay if you only consult on the front end and don’t do the work on the back end.
How many people does it take to change a culture?

- Why do you need someone to help you?
- Can’t you just handle it?
## Challenges Recap

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