

A Case Study: Creative Faculty Development through your GWIMS Office



Tomorrow's Doctors, Tomorrow's Cures®

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GWIMS Toolkit

Objectives

Increase women's faculty development through networking

Provide mechanism for mentoring that will engage experienced senior research faculty to collaborate with novice junior faculty in research

Focus on women's health topics as a means to encourage women faculty to participate

Advance research in women's health topics

Generate funding strategies for development programs

Provide a format for engaging, mutually-beneficial mentoring experiences across gender and ranks



GWIMS Toolkit

Secrets to Success

Align Faculty Development Vision with Institutional Vision

Develop a strategy to get key administrative and faculty support

Use tough issues to your advantage

- Mentoring is almost uniformly a challenge;
- so, provide the opportunity for senior faculty to mentor junior faculty in a mutually beneficial arrangement . . .
- . . . and turn Research Speed Date Synergies into Collaborative Seed Grant Teams!

Aligning the Vision

- USF Health programs and USF vision statements all with strong focus on research programs and increasing research presence
- Women's Health Collaborative Vision Statement includes:
 - Develop strategies to foster recruitment, retention, and promotion of diverse women in academic medicine
 - Provide opportunities that will enhance the career development of women in academic medicine through leadership seminars, involvement in continued medical education programs to build regional and national reputation, and provide research opportunities

Clear Vision: The environment

Few senior, tenured faculty are women

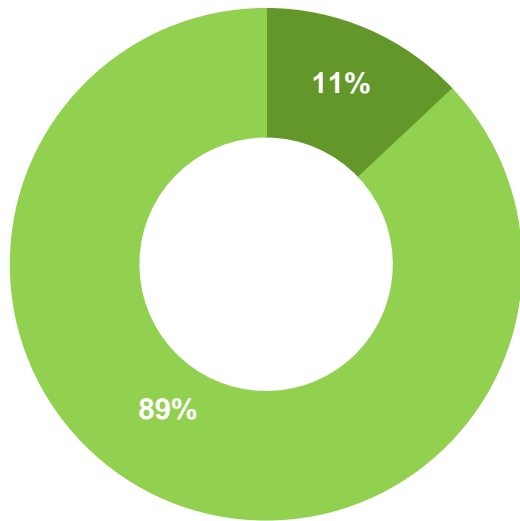
More junior faculty are women

College of Medicine junior faculty are predominantly on clinical non-tenure-earning pathways

USF Health resources include Colleges of Pharmacy, Public Health and Nursing, and most of these faculty members work 15 miles away from the main teaching site

Potential Mentoring Environment

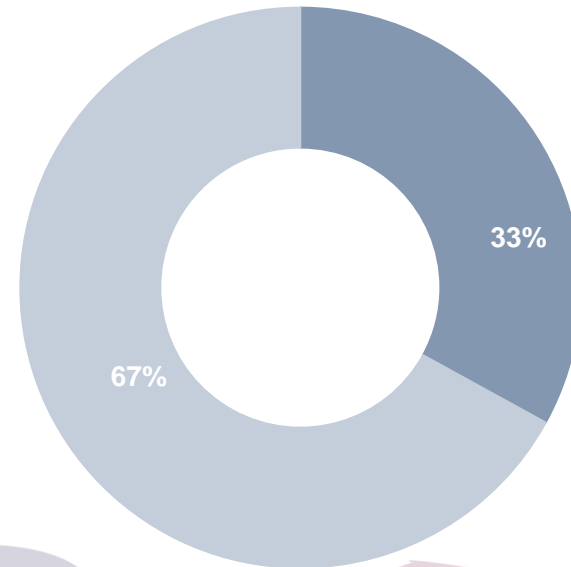
USF MCOM – % of Women who are Full Professors



■ Women Full Professors

■ Women Other Ranks

USF MCOM – % of Men who are Full Professors



■ Men Full Professors

■ Men Other Ranks

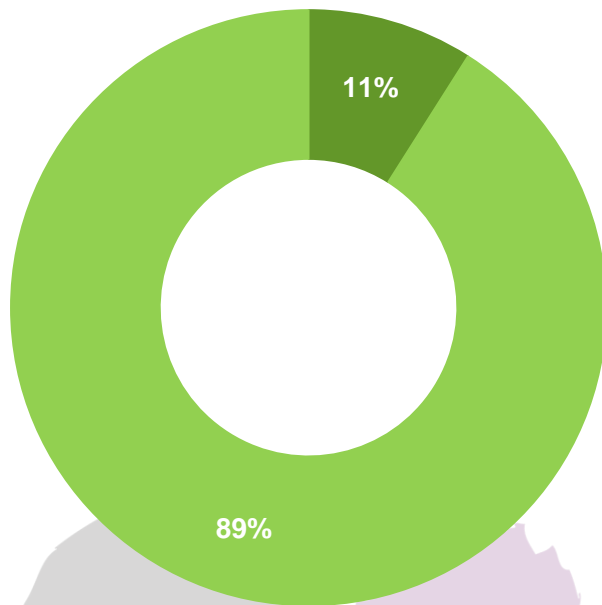
Find your Data:

The biennial AAMC Women in Academic Medicine benchmarking survey:

<https://www.aamc.org/members/gwims/statistics/>

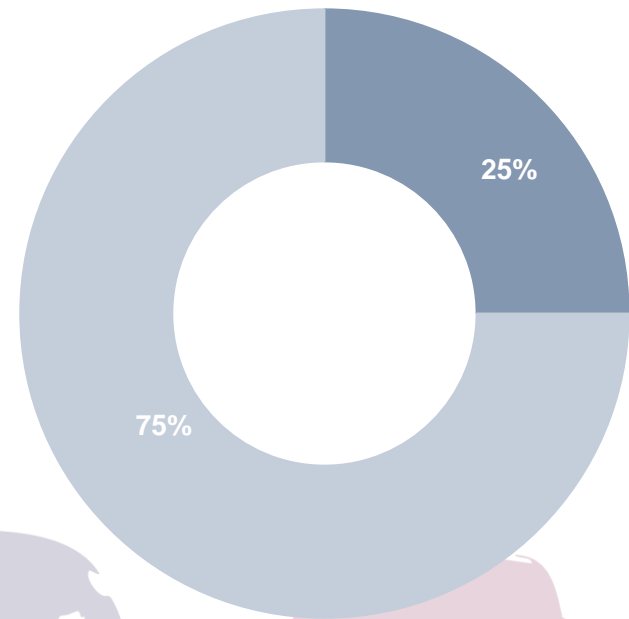
Full-Time Tenured Faculty by Gender

USF MCOM – % of Women who are Tenured



■ Tenured Women ■ Non-tenured Women

USF MCOM – % of Men who are Tenured



■ Tenured Men ■ Non-tenured Men

Source: The biennial AAMC Women in Academic Medicine benchmarking survey:
<https://www.aamc.org/members/gwims/statistics/>

Program Development

Get buy in from key faculty and administration

Create an interdisciplinary advisory group

- At least one member from each health college
- Members promote programs to their college faculty
- Uncovers resources other colleges may not be aware of
- Expands universe of possible mentors

Prepare your **elevator speech**: how this program will expand research by faculty to help improve retention and promotion

Team

Associate Vice President

Administrative support person

Women's Health Advisory committee comprised of six diverse faculty members

- To solicit program suggestions, provide expertise, feedback
- To promote programs among faculty
- To rank seed grant applications

Develop your Elevator Speech

Why is it critical and exciting to do?

- Junior faculty experience
 - Help faculty satisfaction, sense of engagement and promotion
- Mentoring aspects
 - Engage senior faculty in activity they enjoy with motivated mentees
- Publications, Presentations at Meetings
 - Promote University prestige
- Grants
 - Advance University rankings

Initial Funding

Initial funding approved at \$25,000 by the Senior Vice President of Health

- Pitch your elevator speech to SVP

After 10 seed grant applications were received in the first round with 40 faculty collaborators including senior mentors(!), the committee increased the funding ask to a total of \$36,000 for first call and budgeted \$50,000 for the next year.

- Convert program success to increased funding

Additional Funding

Involved University Development Office early in the process

Created an annual luncheon to showcase the proposed abstracts of grant recipients with amount award listed for each

Proceeds from luncheon go to supporting program

Development office identified a donor looking to support research on women and directed the donation to the seed grant program

Donor Opportunities

Work the seed grant into discussions and share vision

Take or make opportunities to speak to local women's groups and promote program

- Junior League
- American Association of University Women
- Women in Leadership and Philanthropy
- Chamber of Commerce may have a woman's section

No Budget?

Submit proposal to chair or dean requesting a stipend to start a program

Solicit a community donor; offer to put their logo on all programs

Ask Foundation to keep their ears out for potential donors

Ask alumni association to consider donating a few dollars

Request department dollars in next year's budget for a program (basic \$ or "all the way" and negotiate up or down as needed)

Ask department(s) to sponsor one or two events and build on success and faculty demand

Bang for the Buck

Small award can go a long way for junior faculty

Junior PI learns to navigate IRB and grant budget process under mentorship of experienced faculty

A little investment can be a great incentive for mentorship, engagement and also donor involvement

**USF Women's Health
Collaborative
Additional Seed Grant
Opportunity!**

\$30,000 (two @ \$15,000)

and an additional

\$20,000 courtesy of Dr. Phil Marty, AVP
USF Research!

Seed Grant Application Highlights

reference the application for complete details

- any topic related to women's health
- faculty teams of three or more that have not worked together previously
- collaboration comprised of a minimum of three USF Health colleges or USF main campus or USF Health partners (such as LVHN, Moffitt, VA)
- USF Health faculty member must be main PI
- preference given to teams comprised of junior faculty PI with senior faculty team members to encourage mentorship interactions
- All teams submit both a \$15k and \$20k budget
- **Highest Rated PROJECT WILL BE FUNDED AT \$20,000!**

"A little Seed Money can go a long way!"



Seed Grant Application Deadline: April 30
Electronic Application to: LLowe1@health.usf.edu

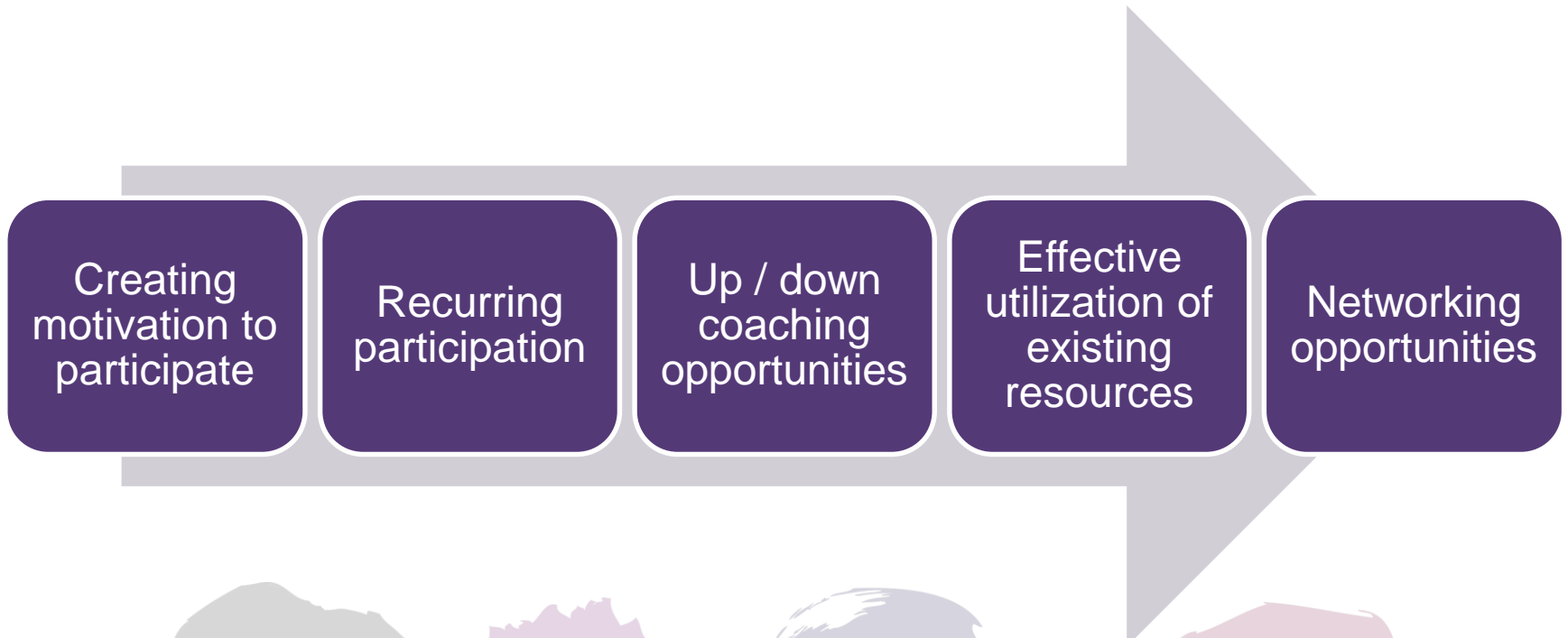


Research Collaboration

SEED GRANTS

Additional information on Seed Grants at USF Health Women's
Health Collaborative

Effective Faculty Development



Goal and Objective

Goal:

- Develop seed grant program for research in women's health

Objective:

- Award small seed grants to:
 - cross-collaborative research teams focusing on women's health topics
 - new interdisciplinary teams with strong junior faculty / senior faculty mentorship pursuing new research in women's health.
- Grant review committee considers criteria including:
 - new study collaborations across colleges,
 - strong interdisciplinary teams,
 - junior faculty with strong senior faculty mentoring,
 - articulated plans for further research and publishing in basic science and/or psycho-social behavioral studies.

Design of the Seed Grant

Team composition

- Must be new collaboration
- Must have at least 3 schools or colleges of university represented
- Must have mix of junior / senior faculty teams
- Preference given to teams with PI as junior faculty

Must be able to state where they will apply for additional funding if project successful and where they see this research being able to be published and/or presented

You'll need data!

Make it clear from the initial announcement that all publications, presentations, etc., must reference the (your) funding source – promote your program!

Make it clear that the PI must keep you informed of publications, presentation, grant submissions, etc. – remind them to update their resume

This will help justify the continuation of the program in the next budget cycle!

Challenge

How do I encourage my faculty to become involved in cross-discipline, cross-rank research teams?

Solution

Research Speed Dating Synergy:

- Provides opportunity to meet new collaborators
- Appeals to successful grant writers' desire to try to get more grants, resulting in their becoming mentors in a way they find rewarding!
- Provides a low stress environment for faculty to meet and discuss research ideas



Faculty Synergy Experience



USF HEALTH FACULTY DEVELOPMENT NETWORKING SYNERGY

Research Speed Date

Moderator: Dr. Phil Marty
Thursday, August 21, 2014
5:30 PM to 7:30 PM
CAMLS, Downtown Tampa



RSVP: LLowe1@health.usf.edu
Parking with RSVP

Enjoy some food and beverages and network with your faculty colleagues across USF Health. A great opportunity to prospect for seed grant collaborators!

Research in Women's Health Collaborative Seed Grants Fall 2014

- Applications Deadline: Friday, October 3, 2014
- Awards Announcement: Monday, October 20, 2014

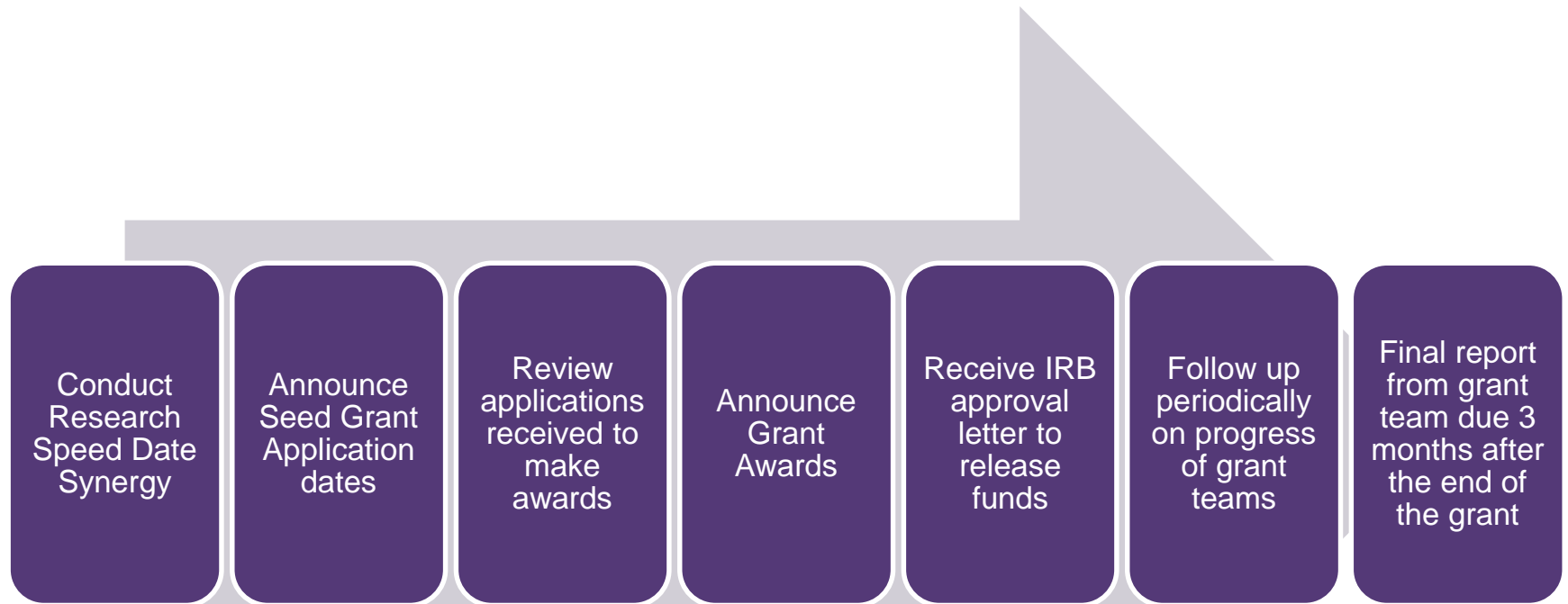
Sponsored by USF Women's Health Collaborative



Research Networking

RESEARCH SPEED DATE SYNERGY

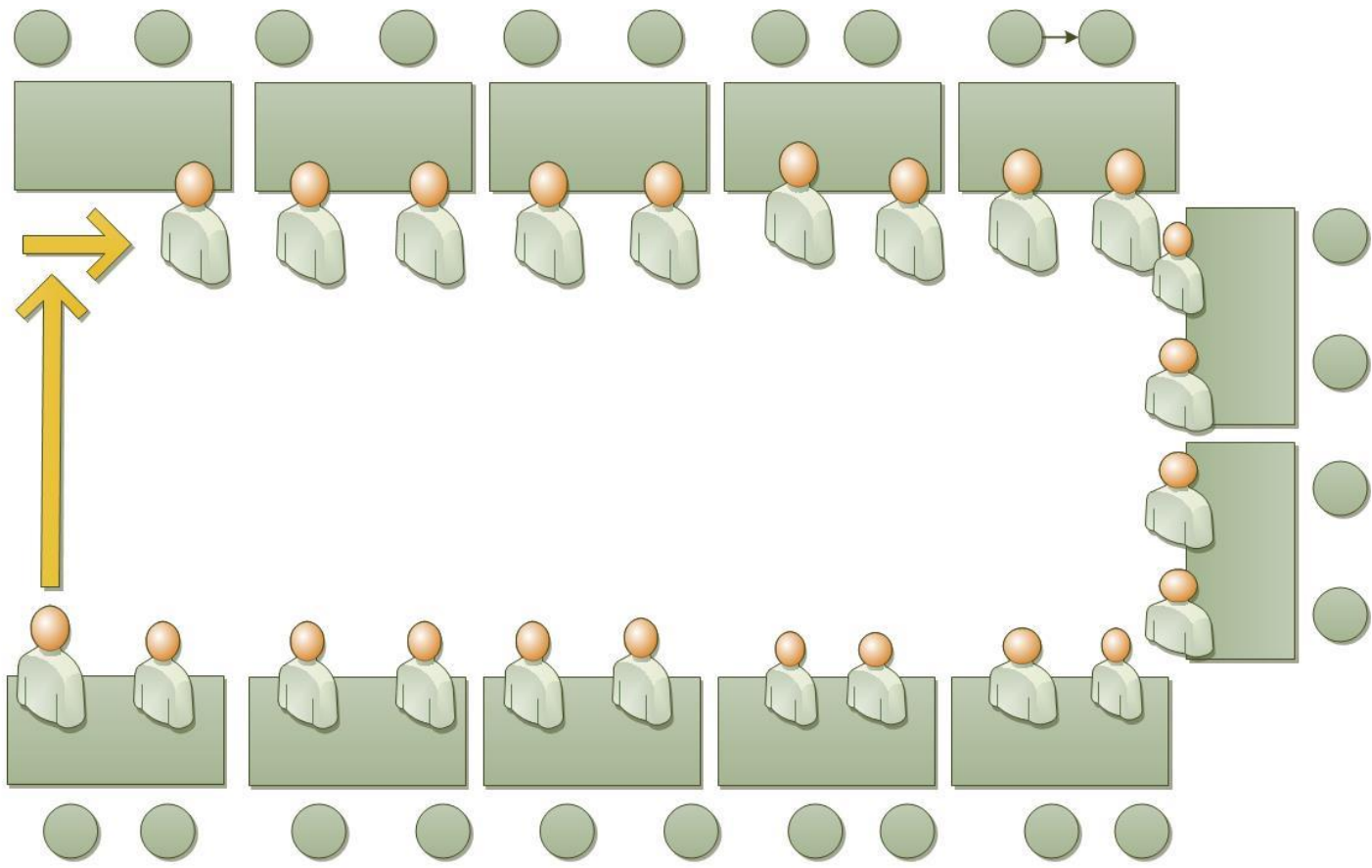
Processes



Processes

Select venue for Research Speed Date

- Location, location, location
 - Central to target audience
 - Parking!
- Appropriate size to accommodate attendance #
 - Seating
 - Space for pre-event mingling
- Alcohol / food
- Encourage faculty to bring their business cards!



Speed Date Facilitator uses stop watch to time the research interest interviews. At the end of three minutes, each inside seat moves to the right.

Key Considerations

Utilizing recognized Researcher as facilitator helps give credibility to program

- e.g. Associate Vice President for Research
- Facilitator can also contact key mentors to encourage their participation in the program

Have copies of seed grant applications at the speed date

Allow time between speed date and grant deadline for faculty to connect into teams and create projects

Overcoming Resistance

Possible faculty-perceived stumbling blocks to attendance:

- Parking
- Bus to location
- Childcare

Overcoming Resistance

Solutions:

Parking – offer free parking with rsvp

Bus to location – offer bus transportation / cite ridership results for future inquiries

Childcare – offer childcare / cite results for future inquiries

Department Chair support and administration support important for getting involvement of faculty especially junior faculty

Certificates

Certificates are an easy way for faculty to keep track of their synergy attendance for EVU purposes.

They receive a certificate to add to their promotion/tenure file as they leave each event to be easily referred to as needed.

Certificates of Attendance are provided at CE events also, but it is clearly noted that this certificate is not the CE certificate.

Faculty enjoy taking away something substantial when attending an event. They feel they got something for their time.

Faculty must remain to the end of the program to receive a certificate.



Processes

Announce Seed Grant Application dates

- Send reminder of closing date before deadline
- Receive grant applications
- Prepare analysis of applications against requirements
- Prepare binders of applications for review committee

Timeframe

Examples of Seed Grant Announcement dates:

- Recommend Speed Date Synergy be held just prior to the start of the school year when faculty are beginning to plan their year.
- Coincide the timing of the award with your budget cycle to make it easier for those approving your subsequent budget requests.
- May want to precede the speed dating synergy with a synergy on the Promotion and Tenure process to get more awareness of need for research and publications

Important Dates	
Guidelines and Application:	2014-2015
Proposal Deadline:	Friday, September 26, 2014
Awardees Announced:	Friday, October 17, 2014

Processes

Seed Grant Review Committee meets to review applications and select grant winners

- Women's Advisory Committee members are invited to sit on the review committee
- Include experienced researchers on committee to facilitate review
- AVP hosts the review committee at home for dinner each year with the grant reviews following dinner

Seed Grant Application Review

Grants posted on a secure SharePoint site with reviewer-only access

Grants are initially evaluated on how well they met criteria for cross collaboration, new team, and junior/senior mentorship

Have a scribe at the review meeting to make notes of the comments so that feedback can be given to the teams, especially those that are not awarded.

Utilize a excel ranking worksheet

Seed Grant Application Ranking

Application Ranking Categories

- External Funding Potential
- Publication Potential
- Study Design Quality
- Study Feasibility (Time/Money)
- If study is not funded then what / what options do they have for other funding
 - We have had at least two studies we turned down suggesting they apply for bigger funding elsewhere and they have!
- Impact

Seed Grant Application Ranking Worksheet

Submission	Ext Fundg Potential	Publication Potential	Study Design Quality	Study Feasibility (Time/Money)	No fundg then what	Impact	TOTAL	NOTE	Request
	10	10	10	10	0	10	50		
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
Average	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		-
Std Dev	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Variation	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Low Range	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
High Range	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
	1 Strongly Agree								
	5 Strongly DISagree								

Application Ranking

Reviewer ratings of “1 Strongly agree” to “5 Strongly disagree”

Determine average of reviewers and calculate

Lowest scores are awarded

Where natural breaks seem to occur in rankings is where the cut off / inclusion in funding is determined

Budgets are adjusted if needed to fund the programs meeting cut off

Seed Money Can Grow

Dean provided minimal funding for synergy programs and small lump sum for first year seed grant awards from his budget line

Foundation funding is being built as the program matures

Found money from unexpected community donors to the Foundation Fund

Research Department added funds as AVP observed the success of the program in the areas of collaboration and mentorship.

You can use this slide and next as part of your pitch!

Seed Grant Award Growth

\$25,000 first year seed grant (grants awarded up to \$12,500)

- Increased to \$36,000 by Dean after review of applications

\$50,000 budgeted for second year seed grants

\$50,000 budgeted for third year seed grants

Additional funding started to grow

- \$30,000 gift to foundation given to program
- \$20,000 given from Research Dean's fund to further support program

Seeding Faculty Involvement

Seed Grant Cycle	Awarded	# of Faculty on Submitted Proposals
Spring 2013	\$36,000	40
Spring 2014	\$50,000	41
Fall 2014	\$50,000	62
Special Call 2015	\$50,000	67

Fertilize your Seed Grants

Be ready and able to promote the program wherever you can

Keep in regular contact with grant recipients to track progress and monitor results

Be able to cite (especially to leadership) numbers of faculty involved, publications, presentations and subsequent grant submission

Other Considerations

Be adaptable

- Speed dating is not limited to just focus on women's health and other collaborative groups have been created that have applied for other grant funding
- Adjusting grant awards allowed for more participation early which has resulted in increasing faculty involvement

Be visible

- Have opportunities for faculty to display their project and the award amount especially at high profile opportunities where key stake holders may be present (University President, Senior Vice President for Health, Deans etc)

Be a cheerleader for the program!

Catherine M. Lynch, MD, FACOG, FPMRS

Catherine M. Lynch, MD, FACOG, FPMRS is the Associate Vice President of Faculty Development and Women's Health, Associate Dean of MCOM Faculty Development, and Professor of Obstetrics and Gynecology at the University of South Florida, Morsani College of Medicine. Dr. Lynch oversees the effort to coordinate Women's health care, education, and research across department specialties at each of the USF Health colleges, which are the Morsani College of Medicine, College of Nursing, College of Pharmacy, and the College of Public Health, to transform USF Health into a multi-disciplinary hub for Women's Health research, education, and clinical care. Associate Vice President of Faculty Development, Dr. Lynch designed and launched the USF Health REACH Center for Resources, Engagement, Advancement, Coaching, and Health, a multi-faceted approach to promote and foster academic faculty career development for men and women.

Dr. Lynch completed her residency and post-graduate work at USF in obstetrics and gynecology and her clinical focus is general obstetrics and gynecology, contraceptive and hormonal therapy, and urogynecology and pelvic reconstruction. Dr. Lynch's expertise in her specialty has given her the singular opportunity to consult and work with non-human primates at Busch Gardens Tampa on a number of occasions, including a C-section delivery necessitated by complications of pregnancy in 2005 of the first baby gorilla in the park's then 46-year history. Dr. Lynch is married to City of Tampa Mayor Bob Buckhorn, and they have two children.



Dr. Lynch can be reached at clynch@health.usf.edu



Tomorrow's Doctors, Tomorrow's Cures

Learn

Serve

Lead

Association of
American Medical Colleges