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Candidate for Vice President/President Elect  
Organizational Visions, Goals and Objectives

Vision Statement

NCURA was founded to provide quality professional development for research administrators within the University community. Our membership continues to steadily grow because of the increased demands imposed on the recipient community by the expansion of federal compliance requirements and revised guidelines. Because the main focus of our organization is completely reliant on our volunteer members, we need to aggressively review where we have been and where we need to be now and in the future. This progression needs to be thoroughly planned and executed via strategic management guided by the Executive Committee and Board of Directors. Since our organization is so vital to the continued success of the research community, we must have leaders who are willing to position this valuable organization for the future, specifically as new challenges emerge. This strategic planning allows us to be prepared in leading the organization and allows us to be effective and efficient in responding to new and existing challenges.

Goals/Objectives

Under my leadership, there are four main areas on which I would focus my energies in order to ensure that my vision for NCURA allows it to continue its great success as the leading professional research administration organization. These areas are: Membership and Volunteering; Education; Global; and Organizational Strengths.

• Membership/Volunteering
  o Membership - Research administration has grown to encompass more than just pre and post award issues. Because of this expansion, membership in our organization has grown as individuals new to this field cannot always rely on “on the job” training. Each year, we have a steady increase in new membership registrations, but have we ever inquired as to why many of those new members remain for less than 2 years? It is vital for us as an organization to learn what are the future goals, objectives and needs of our new members. We currently collect limited data via new membership registrations and collaborate, but is this enough? Additional data could be collected at all national and regional meetings through the registration form, which would allow our members to indicate what their future plans are in regard to research administration in general, and specifically within NCURA. There are questions we should be asking our new members so they may provide us with the data that our current and future leaders will need in order to make adjustments and improvements within our organization. Specifically, we need to ask what can be done to help them remain research administrators and NCURA members; what environment is conducive to keeping these individuals interested in this field and profession; and what can we do as an
organization to help create that environment to enhance their success in the field of research administration?

- Volunteering – NCURA has developed a new and improved system that will allow its members to communicate with one another and to provide important information about the volunteer opportunities available to all members. One area within this system is the ability for an individual to provide information about their work history, education and communities to which they belong. I feel that there is one area that is missing. We should allow the member to list out their “Knowledge and Areas of Responsibility and Expertise”. By having these data, individuals, who have volunteered to lead sessions, discussion groups and workshops, would have access to information that would allow them to identify and match individuals with expertise who fit within their subject area needs. This additional information would allow for a more enlarged volunteer pool for all members to access when looking for additional skill sets to be added to our presentations, which would be beneficial to all NCURA members. Collecting these data would also allow NCURA to keep statistics on who is presenting and if they are being recruited by this method.

Another volunteer area that needs to be more robust is in the use of our Senior NCURA members who are also Senior Research Administrators at their own organizations. One idea to address this area would be to have a more expanded senior track at all national meetings. With each national conference there is an opportunity for our most experienced members to be front and center, discussing and presenting on how to be effective leaders for our institutions and within the research administration field in general. If we do not begin to focus on a strong senior track, NCURA will begin to lose the interest of these senior leaders, thereby losing valuable mentoring and networking resources for our “up and coming” leaders in research administration. A Senior Track will lend itself to having more senior individuals attending our meetings and networking with all members.

- Education
  - Technology. NCURA needs to determine if it is using its current technology in addressing the needs of our members’ professional development. We have brought Collaborate on board with community groups, but it would seem that we have eliminated professional development outside of Traveling Workshops and National Conferences. In order to provide efficient professional development, we must be able to provide on-line 2-4 hour workshops. One way to achieve this would be to partner with Federal agencies in developing an online curriculum, which would establish a new way of training. This could be considered a new and improved NCURA TV. Another focus area is the apparent decrease in the number of webinars that have been produced within the recent past. Is this because there was a lack of demand, or the topics were not relevant to our membership? Online training needs to be researched and become a solid area within our education and training programs for members. One example is that
many universities use the YouTube Tuesday videos that we provide, but would appreciate if these videos went into more depth. The video could be used in connection with a survey to determine if there is a greater need on a particular topic. If a greater need is apparent, NCURA PDC could begin determining how to develop a more detailed online training program.

- Traveling Workshops. Are traveling workshops still a means of profitable delivery? NCURA has been offering Fundamental courses for SPA, SPA II and for Department Administration for many years. In order to continue offering our members valuable educational opportunities, we need to determine if this is the most cost effective and most efficient way of delivering training and education. NCURA has many members who are effective and capable of leading training. In order for any training proposed in the future, we will need to determine how the resources of this organization will be used. This planning will allow us to provide more effective workshops, on-line training and webinars.

- Strategic planning for education and technology. As our membership grows, so does our ability to focus on certain populations within our ranks. I would recommend that we begin to survey one segment of our population (e.g., PUIs) and determine if the existing technology combined with our current education programs fit their needs. This would allow NCURA to begin to look at diverse segments within our membership and provide more effective training and professional development that would directly apply to their work performance within their specific environment. This initiative could be clearly geared toward online training. Once developed, all members within that particular segment of research administration would be able to access it and gain knowledge.

- As our global community begins to grow, NCURA needs to be more aggressive in providing educational programming to our international partners and members. How can we communicate our knowledge of research administration to the international community and in reverse also allow that international community to educate our domestic membership? Online webinars, workshops, training sessions would be a cost effective approach in providing this training.

- Global
  - Global collaboration and NCURA. How as a professional research administration organization can we use global collaboration to our benefit? If it proves to be non-beneficial for NCURA to continue increasing its presence at other professional research/department international meetings, how can NCURA strategically change its path? Is it our expectation that by communicating through these organizations, we will obtain more international members? Does this come at any cost to our current domestic membership? These are strategic questions that will need to be addressed in the near future.

  - Our continued growth into other countries may bring about the need for a different way of representing our members? In order to allow our global
members to feel totally involved in the NCURA experience do we begin planning national conferences in these countries? Is it viable for us to do so? Do we need to begin strategically planning PRA and FRA conferences specifically for the international community?

- Organization Financial and Management Strength
  - At what point does this organization become too large? As a non-profit organization it is vital that we remain financially independent and capable of supporting our members. We need the ability to strategically plan and activate any necessary resource shifts. NCURA needs to tactically begin looking at all models that will help to make this organization as cost effective as possible, along with providing quality member support.

The Mission and Objectives of NCURA are continually reviewed and are kept current, but we can never allow ourselves to think that this is the best we can be. The Executive Committee along with the Board of Directors and membership need to continue to strive to offer the finest product to our community of research administrators. We must be in a position that enables us to stretch ourselves constantly, and if we begin to fail to do that, we may lose our position as the preeminent organization whose reputation is known for providing first class education and training of research administrators.