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Practice to Research: Shifting the Paradigm to Partner with Local Universities and Research Institutions

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Agenda

- Nature of Partnership
- Decision Making Framework
- Framework in Action!



Why Partner With Researchers

- Limited internal capacity for Continuous Quality Improvement (CQI), program evaluation, etc.
- Demand for different expertise and knowledge
- Ability for outside perspective
- Access to networking opportunities
- Access to volunteers or young workforce

Drive the Research Agenda

- Broaden the definition of “research”
 - Culture of Curiosity
 - Rigorous Performance Measurement
 - Evaluation
 - Qualitative or Quantitative data
 - Research – capital “R”



Two Approaches & Skills

- Non-Profit Mission
 - Social and Behavioral Sciences
 - Public Health
 - Education
- Non-Profit Business
 - Business School
 - English
 - Political Science



Paradigm Shift

■ Good Partnerships

- CANS Assessment Tool (S4KF)
- Dissertation on paternal involvement in breastfeeding outcomes (CFC)

■ Great Partnerships

- Social Media Evaluation *University of Tampa-College of Business* (S4KF)
- Success Stories *University of South Florida-English Department* (S4KF)
- Explorer's Club – *RMC Research* (CFC)
- Collaborative Research Institute
University of South Florida- College of Public Health (CFC)

Decision Making Framework

Handout

Collaboration with Research Institutions Decision Making Framework

This decision making framework is a guide to assist with determining opportunities for engaging external research/university support in a barter relationship style. These relationships are project based (time limited with a discrete scope of work) and generally are not designed to support the agency's day to day business. Three guiding questions to get started:

- Is this a project with sufficient merit worthy of a partnership, i.e. does it have value for the organization and the research institute?
- Does this project require knowledge of day to day business practices that may require an intensive level of staff involvement?
- Would this project require substantial internal capacity to continue?

Decision Making Framework for Mission (Services)

What is something you want to improve, know or change?	Narrow the idea to a few specific questions or elements to identify the role for the researcher.	Who are your local research groups, universities and colleges that can help answer the questions?	What are the skills you are seeking (qualitative evaluation, quantitative evaluation, literature reviewing, writing, subject matter experts)	What are the likely academic departments that would be able to answer this question?	Is this a one-time special project or does it require a longer term investment; what is the time involved estimate?	What is benefit to student, professor, department or institution?

Framework's Guiding Assumptions

- ✓ Focus on Mission (Services) or Business (Administration)
- ✓ Project based
- ✓ Outside the scope of agency's daily operations
- ✓ Sufficient value worth the partnership
- ✓ Level of staff involvement is low intensity
- ✓ Sustainable post project



⑦ Considerations



1. What do you want to improve, know or change?
2. Narrow the idea to a specific element.
3. Who are your local research groups?
4. What are the skills you are seeking?
5. What are the likely academic departments?
6. Is this a one- time special project or longer term investment?
7. What is benefit to researcher?

What do you want to improve, know or change?

Business

- A system for collecting client success stories to improve grant applications, marketing materials, etc.

CLIENT TESTIMONIALS

Real success stories from real S4KF clients

"When I first found out I was pregnant, I was surprised. I was going to be 15-16 years old with a baby and I didn't know anything- that was when I met my case manager. I was living with my mom and there was limited food and income and my mom didn't drive. Healthy Start provided me with food and bus passes to get to my appointments, and helped make sure my baby was ok. I was provided pamphlets on what to expect on my pregnancy."



"S4KF encourages us to provide a crisis intervention plan to our clients before it happens. This will help our clients when they are in need - at anytime."

Narrow idea to a specific element.

- Client success stories to help build the case for supporting our programs and demonstrate how they have helped improve outcomes for clients

SUCCESSFUL PROGRAMS

Successful Kids

This program coordinates access to mental health services and supports based on each child's individual needs and the needs of the family. The goal is to keep children in their homes, schools, and communities.

- * **Successful Students** - a truancy intervention program targeting youth ages 6 through 16.
- * **Successful Youth** - intervenes when young people find themselves in the juvenile justice system. Services focused on returning youth to their homes and community.

Successful Counseling

We provide bilingual (Spanish and English) mental health counseling to parents and their children at the South and East Children's Board Family Resource Centers.

Healthy Transitions

Serving young adults ages 16 to 25 years old struggling with mental health issues. The program strives to make mental health support services more readily available to youth in need through individualized and group wellness activities.

Successful Parents

This program provides services to parents who are struggling with mental illness. Professional case managers coordinate care with a focus on family and economic stability.

Bridges

Manages wrap-around services for children, K - 3 and their families living in the 33607 zip code, coordinating access to children's mental health services and supports based on individual needs.

Healthy Start Program

Providing prenatal and post-natal support services for women and their infants who reside in Hillsborough County. The level and intensity of services provided are based on family needs.



Who are your local research groups?

THE UNIVERSITY
OF TAMPA

USF UNIVERSITY OF
SOUTH FLORIDA



▽ SPRINGFIELD
COLLEGE

NSU NOVA SOUTHEASTERN
UNIVERSITY

What are the skills you are seeking?

- Interviewing
- Rapport building
- Ability to Synthesize
- Writing skills



What are the likely academic departments?

Undergraduate Junior/Senior

- English/Creative Writing
- Marketing
- Communications
- Journalism
- Public Health



Is this one- time or ongoing project?

- One time special project but may do it again periodically to collect new stories

(Case Manager) I have worked to help her make the transition from a terrified mom, to a confident mother.”

“Healthy Start is something other than textbook; they reassure that it’s ok to feel the way you do.”

What is benefit to researcher?

- Experience interviewing subjects and documenting their experiences
- Experience writing in a professional context
- Work may be published in Annual Reports, Social Media, Grant Applications, etc.

“Without Healthy Start my baby would be in a foster home or I would have had to give her up because I wasn’t stable enough to take care of a baby.”

What do you want to improve, know or change?

Mission

Is our
educational
puppetry
program (Kids
on the Block –
KOTB)
effective?



Child-sized puppets teach 3rd & 4th Graders
about child abuse prevention and bullying.

Narrow idea to a specific element.

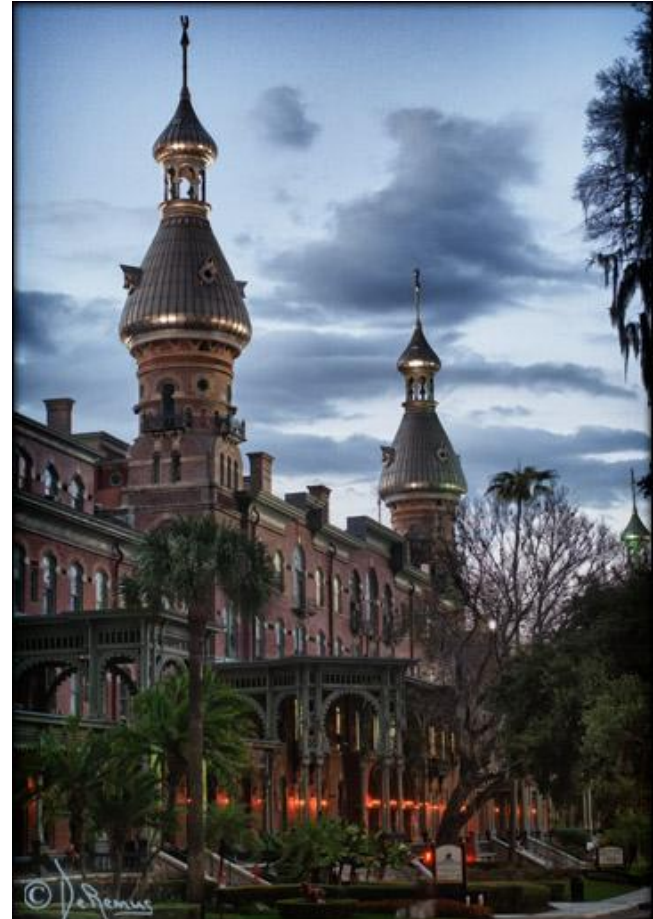
Do elementary students retain key safety messages after a school based educational puppetry program?



Who are your local research groups?


- University of South Florida
- University of Tampa
- Springfield College
- RMC Research

THE UNIVERSITY
OF TAMPA



What skills are you seeking?

- Organization
- Accuracy
- Qualitative Coding
- Simple Analysis & Reporting

 **KIDS ON THE BLOCK – BULLIES & SCHOOL SAFETY**
We think what you have to say is very important. Please write about bullying and stereotyping and anything else you'd like to share with us. You may even want to do some artwork to go with your letter. We look forward to hearing from you,
Clare, Eddy, Joanne, Nam and Jason

First Name Reinaldo Last Initial Cy
School Alexander Grade 4
Teacher Carter/O
Date 15/2016
Dear puppes,

Three things I learned about bullying and stereotyping are: #1: the first thing is that bulling is not cool & if some one bullys you don't fight just report to a teacher or student. But don't fight keep your calm but shate don't fight alone. #2: IF you get called names ignore and if it gets to out of hand report & don't retaliate. Cause if you retaliate your just

What are the likely academic departments?

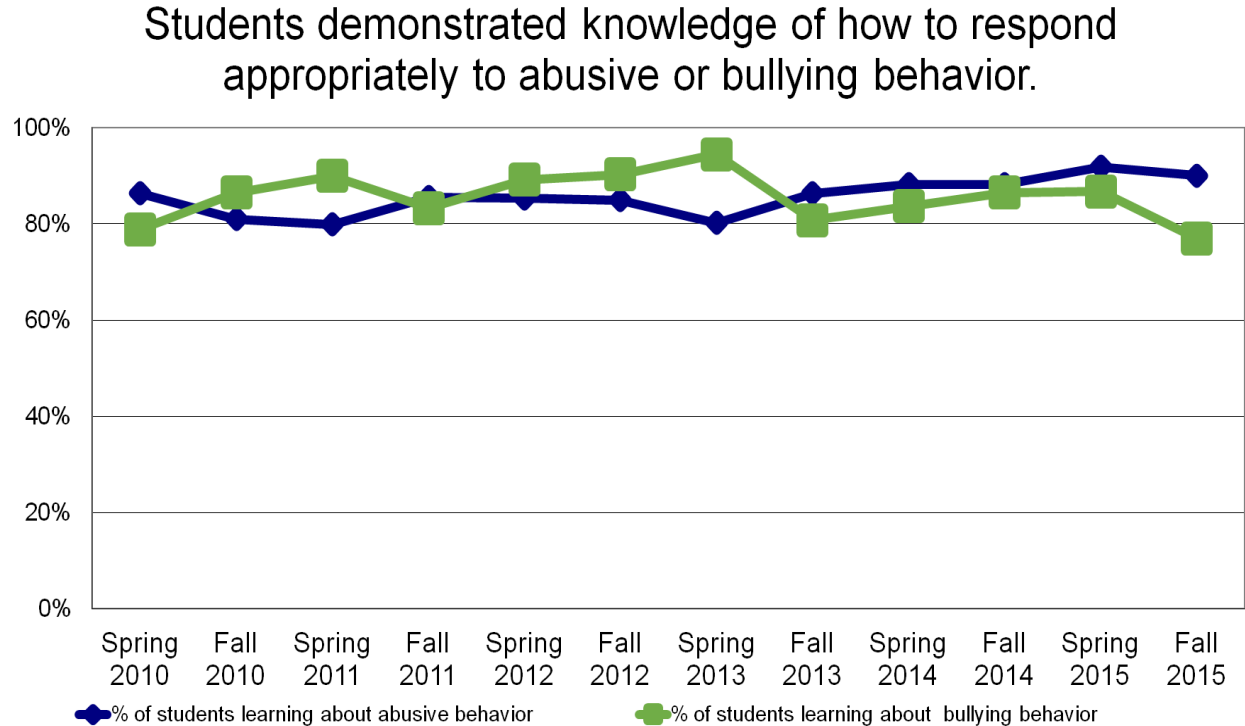
- Undergraduate Junior/Senior
 - Sociology
 - Psychology
 - Education
 - Social Work

The Efficacy of Child Abuse and Bullying Prevention Programs: an Evaluation of Kids on the Block

University of Tampa
Dr. Winston
Kristina Cappello|
Jillian Palmer

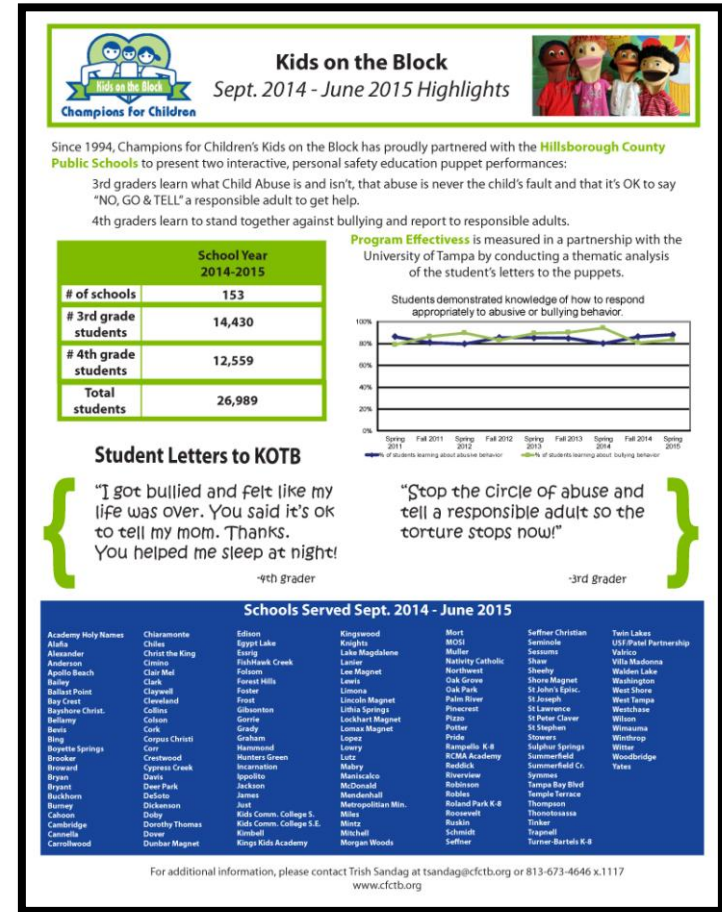
Is this one- time or ongoing?

- 1 or 2 –
Two-Person
Teams
- 20 hours
- Each
Semester



What is benefit to researcher?

- UT Recognition & Partnership
- Observes students' interaction with characters.
- Learn content analysis and data collection processes.
- Participate with Student Research Day.



What Not to Do



- Don't over commit
- Sponsor projects outside your scope – mission drift
- Renew projects that haven't been helpful or evaluated

Recap



Plan

- Identify something to improve and the relevant partners.

Do

- Foster a relationship and try it out on 2-3 projects.

Check

- Review whether it yielded benefits for both partners.

Act

- Develop an opportunity list for future partnerships.

Closing Comments & Questions



Champions
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