



AUTHENTIC & MEANINGFUL PARTICIPANT ENGAGEMENT

Fuel Your Funding Series
Spring 2024

INTRODUCTIONS

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VIBES

LEARN
TOGETHER

BE
STRATEGIC

MAKE
PLANS

VIBES

LEARN
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BE
STRATEGIC

MAKE
PLANS

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CROWDSOURCING



COMMUNITY RESEARCH

“Community-based research is research that is conducted with and for, not on, members of a community.”

*Kerry Strand,
2003. Community-Based Research and Higher
Education: Principles and Practices*



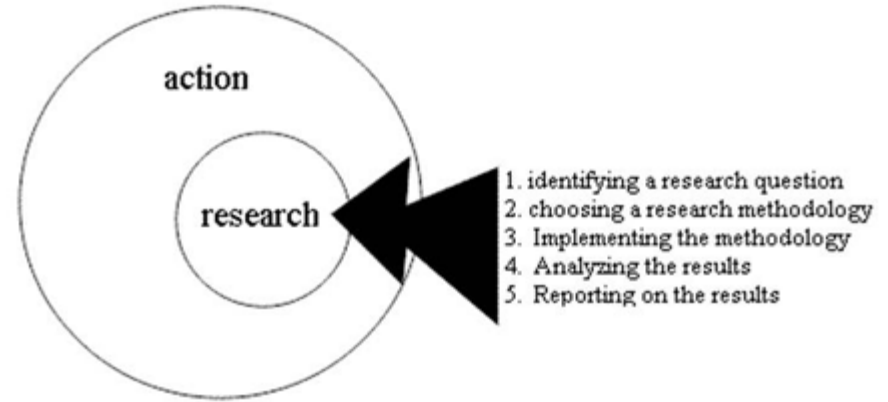
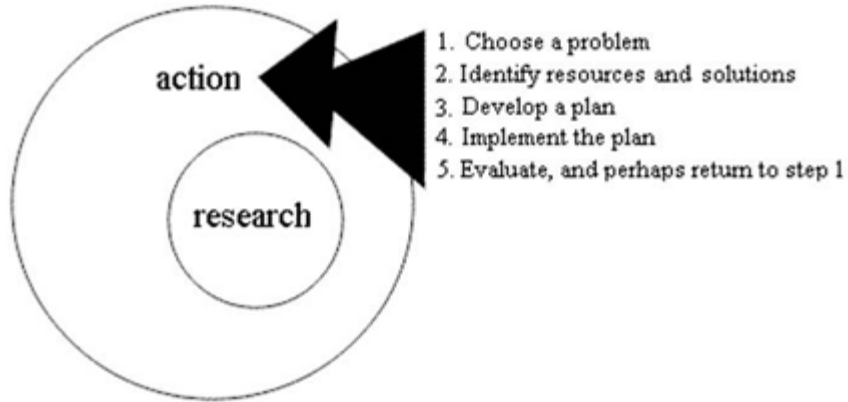
3 PRINCIPLES

COLLABORATIVE

CHANGE-
ORIENTED

INCLUSIVE

"STANDARD" RESEARCH



COMMUNITY- FOCUSED





Stakeholder meetings

Exchanging information and ideas about research with all local stakeholders.

Community Engagement

Putting the community at the heart of research, making research accountable



Feedback

Sharing views about research between community and study team.



Community outreach

Raising awareness about research and TB.



Psychosocial support

Supporting all patients taking part in the research.



Webinars and cross-site activities

Building a global CAB network and facilitating cross-site learning.



Advocacy and policy change

Influencing program and policy change through meetings with policy makers.



Training

Building capacity of Community Advisory Boards for participation in research.

- Stakeholder meetings
- Community outreach
- Webinars
- Feedback
- Advocacy & policy change
- Training
- Psychosocial support

WHY BOTHER?



MUCH RICHER
AND DIVERSE
KNOWLEDGE



HIGHER
QUALITY
RESEARCH



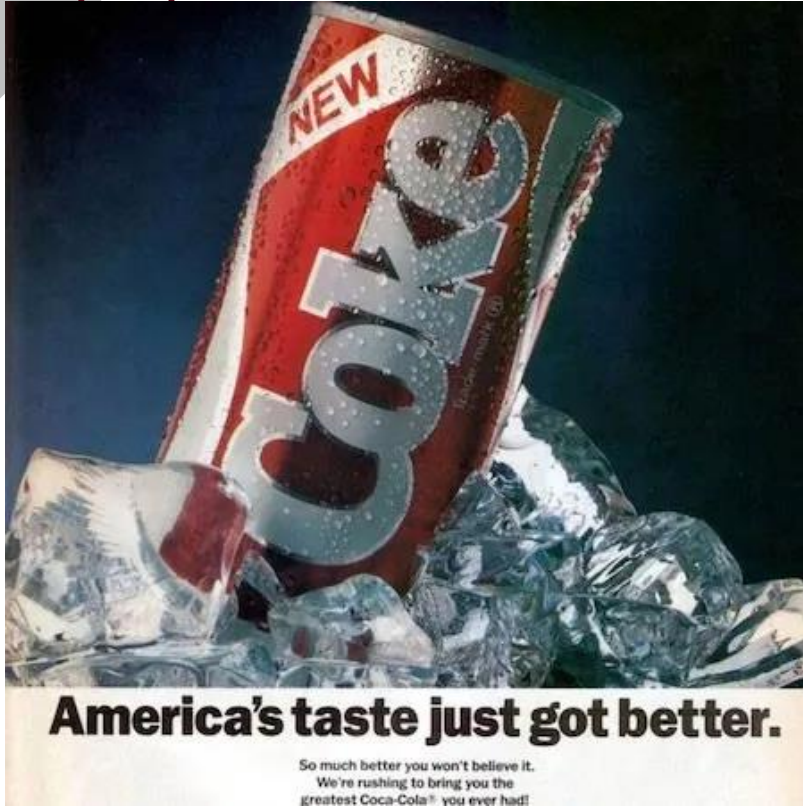
MORE
IMPACTFUL
FINDINGS



NEW COKE

WHERE DID THEY GO
WRONG?

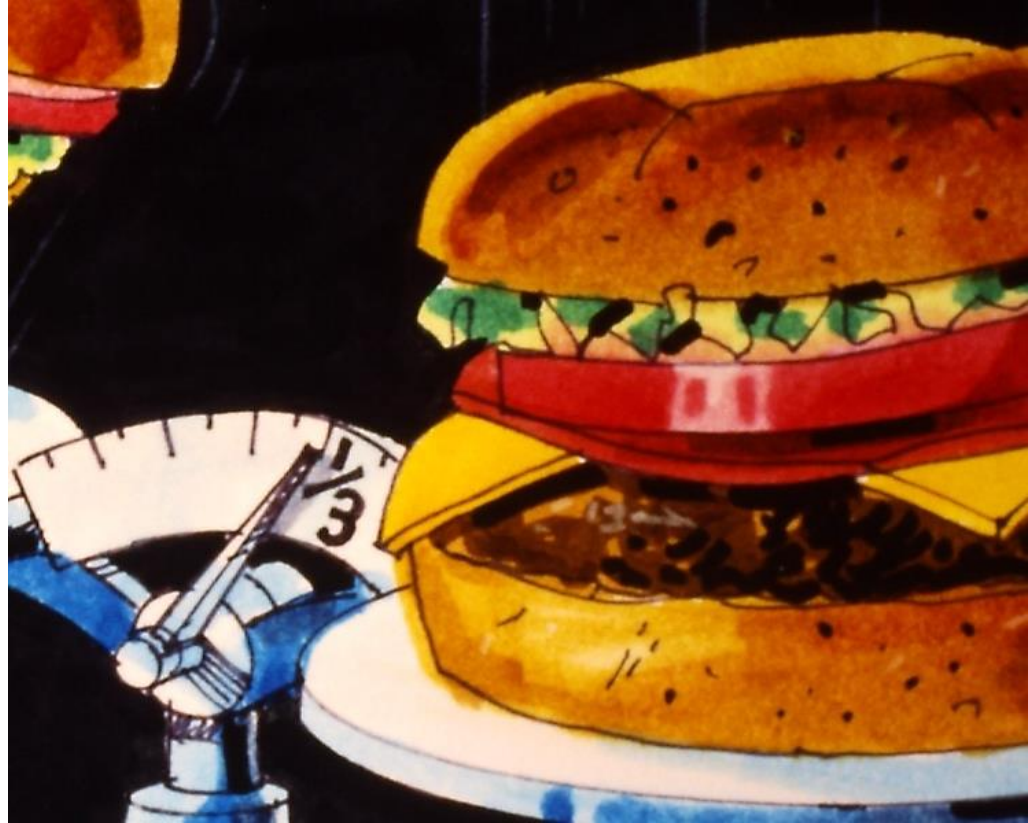
UNDERESTIMATED
PEOPLE'S AFFINITY
FOR THE
EXPERIENCE/TASTE



HARDEES

WHERE DID THEY GO
WRONG?

MATH IS HARD



TUSKEGEE EXPERIMENTS



COMPLETE
FABRICATION OF
THE INJECTIONS &
PURPOSE OF STUDY

USED COMMUNITY
TIES AGAINST THE
COMMUNITY

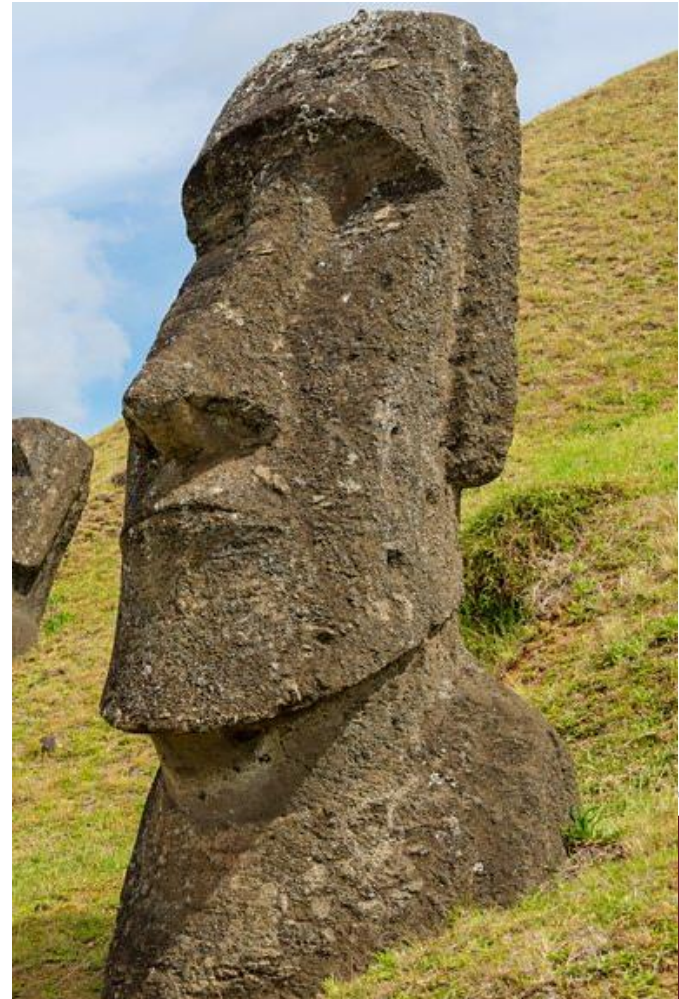


THE RAPANUI

MOAI ARE REPRESENTATION OF ANCESTORS

RESEARCHERS WERE BEFUDDLED—
HOW COULD PEOPLE HAVE
MOVED THESE STONES?

“OUR ANCESTORS WALKED HERE”







EXISTING RESOURCES



PROPOSAL WRITING RESOURCES

NEW RESOURCES
ON OUR WEBSITE

OIDI.MSSTATE.EDU/
GRANTS-AND-
RESEARCH

The Office of Inclusive Excellence is eager to collaborate with PIs across campus on research, proposal preparation, and initiative evaluation. With more funders requiring or encouraging PIs to address important topics like inclusive recruitment practices, post doctoral and graduate student mentorship plans, broader social impacts and the like, OIDI is here to help.

Some resources for PIs as they prepare proposals and research include:

- [National Science Foundation Diversity Initiatives Overview](#)
- [U.S. Department of Agriculture Equity Priorities](#)
- [National Aeronautics & Space Administration Equity Plan](#)

Inclusive **EXCELLENCE**

BASIC CULTURAL
FLUENCY

[OIDI.MSSTATE.EDU/
INCLUSIVE-
EXCELLENCE](http://OIDI.MSSTATE.EDU/INCLUSIVE-EXCELLENCE)



INCLUSIVE EXCELLENCE SERIES CERTIFICATE

Workshop
1



Workshop
2



Workshop
3

OR

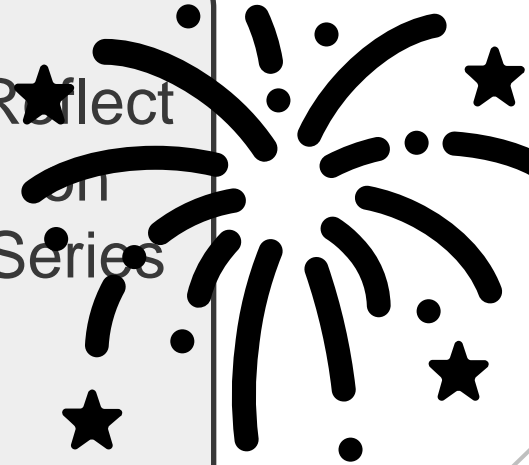
Workshop
1



Workshop
2



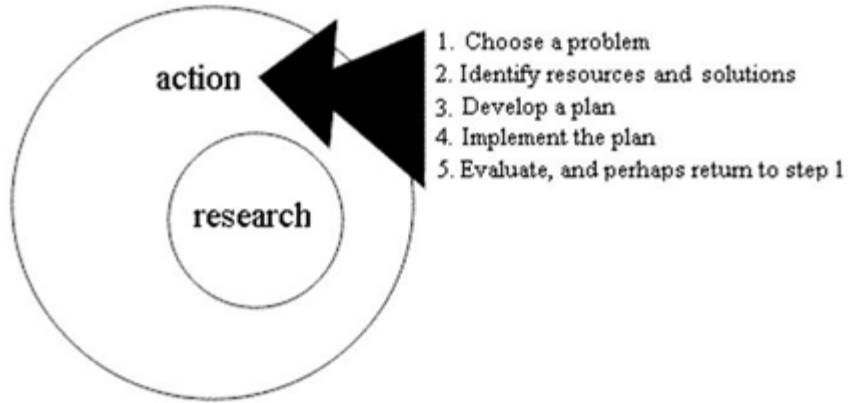
Event





TACTICS

"STANDARD" RESEARCH



COMMUNITY- FOCUSED



	<u>Traditional Research</u>	<u>Community Research</u>
Goal of research	Advance knowledge	Betterment of community
Source of research question	Theoretical work	Community-identified problem
Designer of research	Trained researcher	Trained researcher & community
Role of researcher	Outside expert	Collaborator, learner
Role of community	Subject of study	Collaborator, learner
Relationship of researcher to participants	Short-term, task-oriented, detached	Long-term, multifaceted, connected
Value of research	Acceptance by peers (e.g., publication)	Contribution to community change
Ownership of data	Academic researcher	Community
Means of dissemination	Academic conference, journal	Any and all forums, media, meetings, community



Collaboration



Community-Academic partnerships are formed and research is responsive to community needs

Empowerment



Community-driven research with strong academic partnerships leading to broader community health outcome impact



Inform

Researchers share information with community.



Consult

Researchers seek feedback from community on aspects of research (e.g., study aims, procedures)



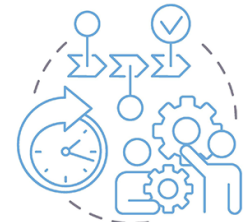
Participate

Community is involved in key phases of research (e.g., recruitment, data collection)



Initiate

Community brings gap/problem to researchers to address together



Lead

Community leads decision-making for research

Unidirectional Communication

Bidirectional Communication

WHO IS THE COMMUNITY

- Groups with shared characteristics
- Organizations or businesses
- Geographic areas
- What else?



WHEN ARE THEY INVOLVED?

- Did they shape the research question
- Did they provide input- how much? In what method?
- Did they help analyze?





WHAT WILL YOU WRITE FOR?

Turn & discuss

QUESTIONS

