INFORMATION ITEM: Proposal for the Center for Social, Community and Health Research and Evaluation at The University of North Carolina at Greensboro

BACKGROUND INFORMATION:

A Request to Establish the Center for Social, Community and Health Services Research and Evaluation (CSCHRE) was presented to the Academic Affairs Committee on August 25, 2009. The request received approval to go before the full Board of Trustees with moderations. The attached concise version contains the requested moderations and is being presented for the committee’s information before being forward on to be placed on the agenda for the November 19, 2009 Board of Trustees meeting.

David H. Perrin
Provost and Vice Chancellor for Academic Affairs
REQUEST TO PLAN APPROVAL

Dear Joseph,

Thank you for sending the request for approval to plan a new UNCG Center for Social, Community and Health Research and Evaluation. I am very intrigued with your idea and would be interested in seeing a more fully developed proposal for the Center. I would encourage you to move forward with your planning.

Best wishes,

Dave

David H. Perrin
Provost and Vice Chancellor for Academic Affairs
The University of North Carolina at Greensboro
201 Mossman Building
P.O. Box 26170
Greensboro, NC 27402-6170
336-334-5494 (phone)
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Form A
Request to ESTABLISH an Institutional Center or Institute

Within two years of receipt of permission to plan, the proposed center/institute must submit a request to establish. Submit three copies of all materials to the Associate Provost for Research and Public / Private Sector Partnerships, 1601 HHRA, Campus

Contact Information:

Name: Joseph Telfair, DrPH, MSW, MPH
Title: Professor, Public Health Research and Practice (Proposed Director)
Campus Address: 437 HHP
Campus Telephone: (336) 334 - 3240
FAX number: (336) 334 - 3238
E-Mail address: j_telfai@uncg.edu
Other contact names and email addresses:
N/A

I. General Information

Proposed Name of Center/Institute: UNCG Center for Social, Community and Health Research and Evaluation (UNCG - CSCHRE)

Date Approval to Plan granted (attach copy of approval letter): 06/13/2009 (see attached email from Dr. Perrin)

Organizational structure

X Center
□ Institute

Proposed Status

X Institutional (UNCG campus only). Complete this form.
□ Inter-Institutional (involves more than one UNC system campus)
STOP: If you checked “Inter-Institutional,” you must follow a different procedure to gain Office of the President approval to plan for and establish a center/institute. Contact the Associate Provost for Research and Public / Private Sector Partnerships at 256-0429 for more information.

Type of Center / Institute

X Research
□ Public Service
□ Instructional
□ Membership [will receive substantial portion of funding from membership fees paid by corporate or other private/governmental entity]

Please attach responses to the following. Provide the information on one side of the paper, 1 ½ inch left margin, all other margins 1 inch, Times Roman. Do not exceed 5 pages.
II. State the proposed mission of the center or institute.

See Attached Application

III. Explain how the proposed name of the center or institute accurately reflects the scope of the mission of the center or institute.

See Attached Application

IV. Describe the relevance of the mission of the proposed Center / Institute to the UNCG mission, including any impact upon the existing academic departments, centers, and institutes.

See Attached Application

V. Provide a vision statement for the proposed center/institute.

See Attached Application

VI. Provide a five-year list of the specific goals of the proposed center/institute.

See Attached Application

VII. Describe how productivity will be evaluated.

See Attached Application

VIII. If relationships with the external community are a part of the vision of the proposed Center/Institute, describe how this will occur and how its effectiveness will be measured.

See Attached Application

IX. Provide information about the proposed director.

See Attached Application

X. Describe any proposed advisory or policy boards.

See Attached Application

XI. Attach the proposed center/institute’s organizational chart. Clearly explain, on the chart or in written form, the relationship of the center or institute to any academic units.

See Attached Application
XII. Supply budget estimates for the first year of operation, projections for the following four years, and anticipated sources of funding. Justify items included on the budget.

See Attached Application

XIII. Explain immediate space needs and project space needs for the next five years.

See Attached Application

XIV. Describe how a website will be maintained.

See Attached Application

Submitted by: Joseph Telfair, DrPH, MSW, MPH
Title: Professor, Public Health Research and Practice (Proposed Director)
Signature: [Signature]
Date: 6/27/09

APPROVALS:

Department Chair / Head

Dean

Associate Provost for Research and Public/Private Sector Partnerships

Provost and Vice Chancellor for Academic Affairs

Chancellor

Date

Date

Date

Date

Date
Proposal for the Center for Social, Community and Health Research and Evaluation (CSCHRE) at UNCG

II. State the proposed mission of the center or institute

The CSCHRE’s mission will be realized through a myriad of multi-disciplinary and multi-level activities (discussed below) linked to the CSCHRE’ mission-based tasks and opportunities that emerge. The mission of the CSCHRE: To stimulate, develop, participate in, and conduct social, community-based and local and global public health practice, education, evaluation and research in the context of institutional, community, and other settings within five areas: 1) health education and promotion; 2) consultation and technical assistance; 3) education, training and dissemination; 4) population-based assessment, monitoring and evaluative research; and 5) health disparities of diverse populations. Realization of this mission will facilitate equality programs, practices, and policies that yield positive outcomes for the target populations of the CSCHRE and its partners.

III. Explain how the proposed name of the center or institute accurately reflects the scope of the mission of the center or institute.

The rationale for the proposed Center for Social, Community and Health Services Research and Evaluation (CSCHRE) stems from the fact that there is an increasing recognition of and demand for interdisciplinary community-based, social and public health practice, research and policy on children, adolescents, families, adults and service systems in the US and globally. By focusing on this increased recognition and demand in the fields of health, social science and community research and evaluation the CSCHRE will allow UNCG to build the capacity to engage effectively in content specific collaboration as it core function. The CSCHRE operating approach is collaborative; as such it will engage its primary partners the Center for Biotechnology, Genetics and Health Research (CBGHR) and Center for Youth, Family, and Community Partnerships (CYFCP), as well other Centers, programs, and faculty (in and outside of UNCG) in its mission-based efforts.

IV. Describe the relevance of the mission of the proposed Center / Institute to the UNCG mission, including any impact upon the existing academic departments, centers, and institutes.

The CSCHRE will enhance UNCG’s capabilities in local and global public health practice, education and training, program and community-based evaluation research and practice, and consultation, outreach and engagement of social agencies, programs and projects located in communities and other settings.

The CSCHRE distinguishes itself and will be an asset to UNCG in the following ways:

1. The CSCHRE’s mission, goals and work plan are linked to the new UNCG Strategic Plan in the areas of Access to Education and Student Success, Health and Wellness across the Life Cycle, Education and Leadership, Economic, Cultural, and Community Engagement, and Internationalization.
2. The CSCHRE will house a critical mass of expertise for the development, engagement and conduct of community-based, institutional, state-level and global applied evaluation and research in the areas of health and human services. Such an integrated approach that cuts
across centers and programs does not currently exist at UNCG. This integrated support will: a) involve the use of faculty, staff and graduate level students; b) eliminate the need for UNCG Centers and Programs to go outside for such expertise thus keeping valuable grant dollars within UNCG; c) increase the probability that funding requests needing CSCHRE type expertise will be successful thereby increasing UNCG’s external funding.

3. As a stand alone Center, CSCHRE creates a more visible portal for not only the University as outlined above, but perhaps more importantly for increasing outside collaborations with external stakeholders thereby increasing UNCG’s visibility in both research and community engagement.

4. As a self-supporting Center, the CSCHRE will be an asset to UNCG at its inception and in its subsequent years.

A major strength is its focus on applied evaluation and research in health and human services assessment and the incorporation of academic and community-based personnel in education, service, and evaluation activities. This strength fits nicely with the foci of several of UNCG’s Centers, Schools and Program and UNCG’s mission as a research university where collaborative scholarship and creative activity enhance quality of life across the lifespan.

V. Provide a vision statement for the proposed center/institute.

The vision of the CSCHRE is simple: To allow for the UNCG community and Center community, institution, state, national and international partners to meet its accountability goals and objectives and increase their capacity to serve their constituencies.

VI. Provide a five-year list of the specific goals of the proposed center/institute.

The goal of the CSCHRE is twofold: 1) to establish and implement a multi-disciplinary and multi-method model for utilizing applied evaluation and research in health, community-based, social and local/global public health settings and related environments; and 2) to engage in evaluative programmatic and research activities that would allow for key questions about the translation and application of a broad range of public health services, social research and evaluation to be answered. The CSCHRE objectives and work efforts are as follows:

a. The CSCHRE staff will work collaboratively with personnel, units, departments, investigators, other UNCG Centers and agencies on data collection and analysis efforts. (mission areas 1 and 4)

b. The CSCHRE will facilitate the efforts of its Center collaborators and others (a diversity of university-based, local, state, federal and global agencies and partners) to carry out basic, applied, and action research through the application of sound, evidence – based evaluative research and practice using concepts and principles central to Community-based Participatory Research and Evaluation (CBPR/E) and the Integrated Model of Community-based Evaluation (IMCBE) developed and published by the proposed Director (Telfair). (mission areas 2, 3 and 4)

c. The CSCHRE will engage in service based activities that include (but are not limited to): Providing assistance to agencies and programs with grant writing and/or grant development (mission area 2); Assisting agencies, programs and other UNCG Centers with logistical and problem-solving activities (mission area 2); Providing in-service education and training on assessment methods for personnel in programs and projects at
the federal, state and local levels (mission area 3); Recruiting and training pre- and post-doctoral students as public health services, evaluation and research faculty, fellows and students (Incubation) to facilitate an increase in scholarship through publications, reports, scientific presentations and other print and visual media (mission area 3); Developing and publishing public health services, community development and assessment manuals and technical reports (mission areas 2, 3 and 5); Writing and publishing scholarly articles and monographs (mission area 3); and Collaboration with partners, other UNCG Centers, local, state and federal agencies and programs in the development, implementation, and assessment of projects (mission areas 1, 2, 4 and 5).

The CSCHRE will engage in a multitude of projects and activities to support its existence that include: a) existing funded program and research efforts; b) requests for assistance; c) its staff’s aggressive pursuit of contract and grant funds; and d) through its collaborative work with other key UNCG Center partners and a diversity of local, state, federal and global agencies and partners, such as the NHGRI/ELSI branch, CDC, NHLBI, Fogarty-NIH, HRSA/MCHB/Genetic Services Branch (GSB), NC DOH, AHRQ and other college and universities (in and outside of NC and the US) and NC agencies and programs. By the end of the fourth quarter of the CSCHRE’s approved start, the proposed five year objectives and core activities will be finalized.

VII. Describe how productivity will be evaluated.

Through the use of a sound Performance-based Measurement methodology, the CSCHRE will develop a set of specific indicators and performance targets that will allow for the measurement of its goals and objectives. These performance-based indicators and targets will allow the CSCHRE to track its progress on tasks completion and in achieving its finalized outcomes on a yearly basis. Indicators will include, but not limited to: a) yearly assessments of increase in requests for collaboration on diverse project from within and outside of UNCG, b) funding from government and other resources, c) training and education of faculty and students, and d) as a subunit within the Office of Research and Economic Development, will examine overall institutional effectiveness consistent with the existing UNCG process. These indicators will provide an assessment of the CSCHRE’s level of productivity at the end of each project period. Subsequent to finalization of objectives, core activities and the parameters of the performance-based measurement methodology, implementation of the work on the five goals will begin. The CSCHRE will use a public health education, program and community-based research and evaluation model that is particularly applicable to the CSCHRE’s mission, goals and objectives. This approach is a mixed conceptual framework encompassing the health belief and social learning models to understand how populations make health seeking, utilization and related behavioral decisions and a socio-ecological framework for understanding factors that contribute to the social and physical health of populations and the Integrated Model of Community-based Evaluation (IMCBE) developed by the Director of the CSCHRE (Telfair and Mulvihill, 2000).

VIII. If relationships with the external community are a part of the vision of the proposed Center/Institute, describe how this will occur and how its effectiveness will be measured.

Information for this criterion is covered under sections V, VI and VII above.
IX. Provide information about the proposed director.

Joseph Telfair, DrPH, MSW, MPH, Professor and Proposed Director (25% per year) is a tenured full Professor of Public Health Research and Practice; as such he brings nearly three decades as a director, practitioner, researcher, teacher and evaluator of programs in the community, on the state and national levels. Dr. Telfair brings expertise in community-based and community-oriented education, program evaluation and research; culturally competent research and evaluation; global health research, training and evaluation; and research and program evaluation concerning women, teens, children and adults with Heritable Disorders and Genetic Diseases - with special emphasis on minority populations (African American and Hispanic) and socio-cultural issues (Domestic/International). As a Principal Investigator and Evaluator on numerous projects and Director of two national Coordination and Evaluation Centers of HRSA funded Hemoglobinopathy Initiatives, a member of several federal genetic and genomics advisory committees, as Director and Principal Evaluator, Dr. Telfair will provide strong leadership and a unique skill set in his role. The CSCHRE Director will report to the UNCG Vice Chancellor for Research and Economic Development.

X. Describe any proposed advisory or policy boards.

The CSCHRE will have an External Advisory Board (EAB) whose members are those persons recommended to the CSCHRE director and appointed via mutual agreement and staff input to serve in an advisory capacity. The EAB shall meet at least once a year to review and evaluate the CSCHRE’s progress and to make recommendations.

XI. Attach the proposed center/institute’s organizational chart. Clearly explain, on the chart or in written form, the relationship of the center or institute to any academic units.

The proposed Center would be housed in the Office of Research and Economic Development (ORED), with the Center Director reporting to the Vice Chancellor (VC) for ORED (See Appendix A). This is the organizational home for all current interdisciplinary, university-wide Centers within UNCG for several reasons. First, having interdisciplinary centers housed within ORED and not within an individual department facilitates interactions among researchers as well as streamlines allocation of research credit. Secondly, this structure facilitates discussion across university researchers, minimizing duplication of efforts and key staff while maximizing UNCG’s effectiveness and efficiency in research and innovation through the identification of strategic opportunities. Third, the location of the Center within ORED, with supervision by the VC, increases the likelihood that university-wide, interdisciplinary Centers can be maximally responsive to UNCG’s strategic directions and initiatives as well as to our external community stakeholders. Existing and planned projects, activities and programs will allow for a minimum of the needed core staff to begin CSCHRE work at start-up. It is expected that not all the CSCHRE core personnel will be in place at start-up. The proposed core personnel and non-personnel infrastructure of the CSCHRE will be built gradually overtime. New and planned for projects, activities and programs will allow for and dictate the steady increase in meeting the CSCHRE’s core personnel and non-personnel needs, as well as, the addition of personnel specifically hired for these efforts. The organizational structure of the Center for Social, Community and Health Research and Evaluation (See Appendix B – CSCHRE Organization Chart)
**Director and Core Staff.** To facilitate its activities, it is proposed that the CSCHRE will have a permanent ‘core’ staff that will be periodically supplemented by ‘as needed’ staff to assist with emergent projects and activities. The Core staff will be headed by a director (Joseph Telfair, DrPH, MSW/MPH) (25%), a Center Coordinator for Genetics/Genomics Projects, Activities and Programs and a Center Coordinator for Public Health Services, Research and Evaluation projects, activities and programs (both at 100%). Core staff, apart from the director and center coordinators, will be comprised of two Public Health Educators (100% each), an IT Programmer (50%), two Masters/Doctoral Level Evaluators (100%), a Statistical Programmer/Data Manager (20%) and a Project Associate/Administrative Assistant (50%). Graduate research assistants (2 masters and doctoral level public health and genetic professional students at 20 hours a week each) with expertise in public health education, evaluation, genetics and participatory research methods will play a major role in the work of the CSCHRE on an ongoing basis on matters of educational outreach to families, providers and the public and with the development and review of media and materials specific to public health genetics and genomics education, evaluation and research. Project specific staff and consultants will be added as needed.

**XII. Supply budget estimates for the first year of operation, projections for the following four years, and anticipated sources of funding. Justify items included on the budget.**

The CSCHRE proposed core personnel, percent effort and salaries are covered in Appendix B and attached Excel Spread sheet. *(See Appendix C – CSCHRE Prospective Budget - Core Personnel Only Covered by Existing Funds and CSCHRE Prospective Budget - Core Personnel To-Be-Funded)*

**XIII. Explain immediate space needs and project space needs for the next five years.**

At the time of this application the proposed Director of the CSCHRE has personal office, project staff and GRA cubicle space in the Health and Human Performance (HHP) and Moore Humanities and Research Administration (MHRA) Buildings. This space is adequate for the periods covered by the existing funds. It is anticipated that over the next five years: 1) additional support for project space will be needed; and 2) additional space will be needed for the prospective to-be-covered and as needed staff. The longer range plan is for the CSCHRE to have its own designated space that will allow for of its personnel to be located in one place.

**XIV. Describe how a website will be maintained.**

The CSCHRE IT Programmer will develop, maintain and be responsible (programming, logo design, print design (i.e. education and training materials)) for the Center’s website. All website efforts will be customized and based on the needs and functional requirements of the CSCHRE, its partners and funders. The website will be initially hosted on the same UNCG server as the proposed Director’s academic unit (Public Health Education in the School of Health and Human Performance). Long-term hosting will be negotiated with the academic unit. It is planned that first version of the website will be fully functional with the first six months of the CSCHRE’s approval.

*(See next pages for Appendices)*
Appendix A
Center UNCG Organizational Structure

- Office of the Chancellor
- Office of the Provost
- Office of Research and Economic Development
- Center for Social, Community and Health Research and Evaluation
  - Center for Youth, Family and Community
  - Center for Research Excellence in
    - NC Center for Entrepreneurship
  - Center for Biotechnology, Genomics and Health
Appendix B – CSCHRE Organization Chart – 5 Year Plan

Center Director

- Center Coordinator for Health Services, Research and Evaluation
- Public Health Educator
- Master Level Evaluator
- Statistical Manager/Data Manager
- IT Programmer
- Program Associate/ Administrative Assistant
- Graduate Assistant
- As Needed Consultant and Staff (TBD)

- Center Coordinator for Genetics/Genomics, Research and Evaluation (TBD)
- Public Health Educator
- As Needed Consultant and Staff (TBD)
- Graduate Assistant
- As Needed Consultant and Staff (TBD)
Appendix C – CSCHRE Prospective Budget - Core Personnel Only Covered by Existing Funds and CSCHRE Prospective Budget - Core Personnel To-Be-Funded

The Proposed Budget - First Year (See attached Excel file for full five year budget)

A. CSCHRE Prospective Budget - Core Personnel Only Covered by Existing Funds

<table>
<thead>
<tr>
<th>Personnel (Current Funding Source*)</th>
<th>% Effort</th>
<th>Annual Salaries</th>
<th>Center Salary</th>
<th>UNCG Funding Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director (Telfair) (Various Projects)</td>
<td>25%</td>
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<td>Center Coordinator for Health Services, Research and Evaluation</td>
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<td>$00.00</td>
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<tr>
<td>Masters level Evaluator (SCD-NBS/CYFCP) (Various Projects)</td>
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<td>Project Associate/Administrative Assistant (TBN) (Various Projects)</td>
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<td>IT Programmer (Various Projects)</td>
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<td>GA (20 hours) (Various Projects)</td>
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<tr>
<td>GA (20 hours) (Various Projects)</td>
<td>100%</td>
<td>$36,000.00</td>
<td>$18,000.00</td>
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<tr>
<td>Total Personnel</td>
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<td>Fringe</td>
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<td><strong>Total Proposed Start-up (Year 1) Budget</strong></td>
<td></td>
<td>$287,646.72</td>
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*SCD-NBS – HRSA Sickle Cell Disease National Newborn Screening Initiative (Director’s Existing Project)

CYFCP – Consulting projects with Center for Youth, Family and Community Partnerships

Various projects - Director’s existing pending (recent applications) Projects such as GGMI – Guilford Genomedical Initiative – (Shared with the CBGHR)

B. CSCHRE Prospective Budget - Core Personnel To-Be-Funded

<table>
<thead>
<tr>
<th>Personnel</th>
<th>% Effort</th>
<th>Annual Salaries</th>
<th>Center Salary</th>
<th>Funding Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center Coordinator for Genetics/Genomics, Research and Evaluation</td>
<td>100%</td>
<td>$50,000.00</td>
<td>$50,000.00</td>
<td>$50,000.00</td>
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<tr>
<td>Masters level Evaluator</td>
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<td>$60,000.00</td>
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<tr>
<td>Public Health Educator (MPH CHES)</td>
<td>100%</td>
<td>$50,000.00</td>
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<td>$50,000.00</td>
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<tr>
<td>Public Health Educator (MPH CHES)</td>
<td>100%</td>
<td>$50,000.00</td>
<td>$50,000.00</td>
<td>$50,000.00</td>
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<tr>
<td>Statistical Programmer/Data Manager (TBD [Shared with HHP])</td>
<td>20%</td>
<td>$65,000.00</td>
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<tr>
<td>As Needed Content Consultants</td>
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<td>Total To be Funded Personnel</td>
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<td>Budget</td>
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<td>As needed project specific staff</td>
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</tbody>
</table>

* It is expected that to-be-funded Center salaries will be in combination from grants, contracts and other funds

£ As needed project specific staff will be added based on project requirements for personnel not in the CSCHRE.