Goal of the Communications Office

The Communications Office in the College of Education & Human Development strives to increase awareness of and conversation about your research and field of expertise in an effort to attract support among stakeholders and the general public. Media exposure not only strengthens your work, but also bolsters Texas A&M University's reputation as a place where high-caliber faculty and students want to attend. It is important to realize that the media helps build understanding, support and appreciation for the work being done by you, which can lead to additional funding and development opportunities to further your work and its impact on society and key stakeholders.

Role of the Communications Office

- Search for story ideas that support the college's strategic messages
- Filter through story suggestions based upon a variety of criteria, including timeliness, impact, reach, angle, etc.
- Determine the best channel for sharing stories (i.e. web feature, social media, traditional media, etc.)
- Work with the university's Marketing and Communications office for story promotion
- Align story selections to university campaigns
- Work with media to further elevate stories of interest to them
- Serve as a resource to faculty for media interviews

Role of Faculty

- Share impactful story ideas that tell the “so what”
- Suggest possible photo opportunities
- Have an interest in speaking to reporters
- Serve as experts on hot topic issues
- Help generate a master expert list
- Provide tips on trade magazines and other field-appropriate communication channels

How To Submit A Story Idea

All faculty and staff are encouraged to submit impactful story ideas to the Communications Office using the form located on the myCEHD dashboard or by visiting https://mycehd.tamu.edu/submit-news-item.

Recent examples of college stories that have gained broader media coverage include the following:

- The real secret to successful Houston tiger moms; Houston Chronicle; Jeffrey Liew
- Camp LIFE changes lives; Parenting Special Needs Magazine; Amy Sharp
- Take the test: Will your home help baby learn?; Futurity; Carl Gabbard
- Texas A&M FITLIFE Program provides heart health awareness to local firefighters; KBTX; Steve Martin
- Improvements to student learning: Can changes in principal behavior make the difference?; KBTX; Roger Goddard, Yvonne Goddard, Jean Madsen, Robert Miller
- Texas A&M team helps craft Medicaid care formula; The Eagle; Tim Elliott and Connie Fournier
- A team of Aggies examine the bystander role in bullying; Fox 44 KWKT; Jamilia Blake

Created April 9, 2012
Sharing Your Stories & Working with Media
A Summary Guide

What About Faculty-Specific News?

News related to book releases, awards, achievements, new hires, etc. should be submitted in press release format through the same form located on the myCEHD dashboard or by visiting https://mycehd.tamu.edu/submit-news-item. These types of news briefs are not intended to be publicized to the media, but if the news item is of interest to the broader Texas A&M community, it will be tagged appropriately and placed in the college’s newsfeed, which is fed into the university’s newswire found at http://t amatimes.tamu.edu/news/. It is also recommended that you contact your departmental web representative for posting on the department’s website.

- EAHR Web Rep: Mary Henderson
- EPSY Web Rep: Jonathan Hall
- HLKN Web Rep: Interim Susan Williams
- TLAC Web Rep: Kerri Smith
Introduction
The Texas A&M University System Chief Research Officer (CRO) was directed (02/04/11) by the Chancellor and the Board of Regents to develop a shared services research administration entity to enable system members to efficiently and effectively address their growing research enterprises. To that end, the Research Administration Shared Services-Development and Implementation Committee (RASS-DISC) was formed. The RASS-DISC was charged to develop and implement a plan to meld the research administration activities of the Brazos Valley-centric system members (i.e. Texas AgriLife Research (AgriLife Research), Texas AgriLife Extension (AgriLife Extension), Texas A&M University (Texas A&M), Texas A&M Health Science Center (TAMHSC), Texas Engineering Experiment Station (TEES), and the Texas Transportation Institute (TTI) into a single research administration entity—the Office of Sponsored Research Services (OSRS). A portion of the research administration for these members is and has been managed by the Texas A&M Research Foundation. It was also envisioned that the research administration function from other system members would to some degree, in the future, be integrated into OSRS as appropriate. The RASS-DISC prepared a final Proposed Plan and Model for OSRS.1

A key component outlined in the plan for the governance of the OSRS is the Principal Investigator/ Faculty Advisory Committee (PIFAC) that would “…represent the interests/concerns of the system-wide research community in the area of sponsored research administration. They will serve as advisors to the A&M System CRO and to the director of OSRS. The committee will provide feedback to the OSRS, for example, on service levels and best practices. The membership of this committee will be representative of system members participating in the OSRS.”

Structure of the OSRS PIFAC
The OSRS serves multiple stakeholders of the Texas A&M System. The current major OSRS stakeholders are six system members: AgriLife Research, AgriLife Extension, TAMHSC, Texas A&M, TEES, and TTI. Each of these system members will have one representative on the OSRS PIFAC (n = 6) who will be appointed by the respective CEO. In the future, additional OSRS stakeholders will include other system members (e.g., other universities and agencies). For the moment, these members will have two representatives to represent the entire group (n=2) who will be appointed by the Chancellor or designee. As other system members become more integrally involved in OSRS, PIFAC membership will be expanded to more formally and appropriately represent other system members.

1This Plan is available at: http://www.tamus.edu/assets/files/cro/pdf/RASSDISCOSRSPlanModelFinalDraft.pdf
In addition, the Council of Principal Investigators (CPI), which represents investigators from system members that make up a vast majority of current research funding across the Texas A&M System, and the CRO will both appoint one member to the PIFAC (n = 2). Additional *ex officio*, non-voting members will include the executive director of OSRS, legal counsel, and others as deemed appropriate by the PIFAC and CRO.

Thus, the PIFAC will initially consist of ten voting members—one from each of the above six system members, two representing other system members, one from the CPI, and one appointed by the CRO.

**Function of the OSRS PIFAC**

The OSRS PIFAC will provide input to the CRO, system member CEOs, and the leadership of OSRS on issues that impact OSRS operations, including, but not restricted to, service levels and best practices. The PIFAC will also address “hot-button” issues as they arise (e.g., recent issues of tuition reimbursement and travel policies). In addition, the PIFAC will participate in the implementation of the Maestro research administration interface and in the integration of research compliance software with Maestro. Activities of the PIFAC will entail regular meetings with the CRO, OSRS leadership, and other A&M System and OSRS personnel as appropriate.

The OSRS PIFAC will maintain a dialogue with relevant system components, including middle management (e.g., department heads), Executive Committees of the CPI, Distinguished Professors, the Faculty Senate, and etc. in order to ensure high quality two-way communication of issues and solutions.

**OSRS PIFAC Governance**

The PIFAC will be responsible for writing its bylaws with input from major stakeholders and the CRO. These bylaws will define term limits of members, meeting schedules and agendas, and other activities as appropriate. The CRO will appoint the PIFAC Chair.
Dr. Terry L. Thomas, Chair  
Professor, Department of Biology, College of Science  
Texas A&M University  
Representative for the A&M System Office of Research

Dr. Dean C. Alberson  
Assistant Agency Director  
Roadside Safety and Physical Security Division  
Texas Transportation Institute  
Representative for Texas Transportation Institute

Dr. Ronald D. Boyd  
Distinguished Professor, Department of Mechanical Engineering, College of Engineering  
Prairie View A&M University  
Representative for A&M System Universities Outside Brazos County

Dr. Kim D. Jones  
Director of the South Texas Environmental Institute Professor and Chairman  
Department of Environmental Engineering, Frank H. Dotterweich College of Engineering  
Texas A&M University-Kingsville  
Representative for A&M System Universities Outside Brazos County

Dr. Lawrence Rauchwerger  
Professor, Department of Computer Science and Engineering, Dwight Look College of Engineering  
Texas A&M University  
Representative for Texas Engineering Experiment Station

Dr. Gregory D. Reinhart  
Professor and Head, Department of Biochemistry and Biophysics, College of Agriculture and Life Sciences  
Texas A&M University  
Representative for Texas AgriLife Research

Dr. Carol A. Rice  
Extension Program Leader for Family Development and Resource Management;  
Professor and Extension Health Specialist  
Texas AgriLife Extension Service  
Representative for Texas AgriLife Extension Service

Dr. Deborah C. Simmons  
Professor, Department of Educational Psychology, College of Education & Human Development  
Texas A&M University  
Representative for Texas A&M University

Dr. Niall C. Slowey  
Professor, Department of Oceanography, College of Geosciences  
Texas A&M University  
Representative for Council of Principal Investigators

Dr. Farida Sohrabji  
Professor, Department of Neuroscience & Experimental Therapeutics, College of Medicine