



Institutional Organization Development

National Alliance for Broader Impacts Summit (NABI): Establishing a BI Entity on Your Campus Basics

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High-Level Organization Overview:

Societal Benefit Theory & Practice (SBT&P)



Broader Impacts Conceptual Framework (BICF)



**Societal Centric Beneficial Engagement (SCBE) &
Societal Centric Beneficial Engagement Outcomes
(SCBEO)**



Methodological & Practical Applications

- 1. Standardizing Criteria*
- 2. Best Practices & Interacting with Stakeholders*
- 3. Applications for All Foundations and Agencies*
- 4. Office/Organization Development*
- 5. Institutionalization- Changing Culture*
- 6. Uniting the Institution & Field*
- 7. Infrastructure Development*
- 8. Professionals in the Community*





What Do You Want to Achieve?

A frictionless organization that creates, promotes, embodies, and implements BI through the development and institutionalization of a broader impacts (BI) culture



Why Do You Want to Achieve

It?

1st : ADI Analysis

1. Asset Assessment
2. Data Finding:
quantitative, qualitative, and anecdotal
3. Infrastructure Analysis

2nd : Conceptual Clarification

1. Vision
2. Mission
3. Value Proposition/s
4. Goals and Metrics

*3rd : BI Institutional Organization
Action Plan*





Broader Impacts (BI) Canvas Model: Getting through the 1st and 2nd Steps

User Segments: an organization serves one or several user segments

Value Propositions: seeks to solve user problems and satisfy user needs with value propositions

Channels: value propositions are delivered to users through communication, distribution, and entities (other organizations, centers, depts., and etc.)

User Relationships: User relationships are established and maintained with each user segment

Revenue Streams: result from value propositions successfully offered to users

Key Resources: are assets required to offer and deliver the previously described elements

Key Activities: the core things that your organization is doing and performing

Key Partnerships: some activities are solely done, some are in partnership, others outsourced

Cost Structure: the BI model elements result in cost structure



Key Partnerships

Key Activities

Value Propositions

User Relationships (A,R)

User Segments

Key Resources

Channels (reach users)

Cost Structure (of organization)

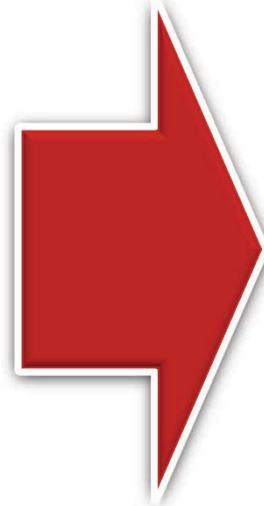
Revenue Streams/Sustainability (of organization)



BI Institutional Organization Action Plan: Getting through the 3rd step

Institutional

- *Can be within certain colleges, centers, departments, etc.*
- *Faculty involvement in this process is crucial.*
- *Organizational collaboration in IHE is standard, OCE methodology is critical to success!*



1. Vision
2. Awareness/Discussion
3. Education/Discussion/Strategies
4. Motivation & Excitement
5. Unification around Idea
6. Motivation & Implementation
7. Analysis

*Each group has its' own subcategories/groups**