Research Promotion Guidelines

In an effort to effectively promote the outstanding research of our scientists, the Office of the Executive Vice President of Research, in collaboration with the Office of Marketing and Communications, has developed a mechanism for external promotion of research accomplishments.

To request promotion of our most significant works, our scientists should as a first step meet with their department chair and discuss the significance of their work. If the chair agrees that the level of significance of the work rises to the level that warrants external promotion by the university, then the chair should send the following documents to Dr. Ronald Kaplan for assessment:

- A copy of the article
- Suggested language for a press release
- A brief narrative that indicates why this research is significant

Dr. Kaplan will evaluate each submission and once a decision is made, will notify the chair. If the research is selected for promotion, Dr. Kaplan will also notify the Office of Marketing and Communications, which will review, revise and finalize the press release, time its distribution and arrange any necessary follow-up. The Office of Marketing and Communications will work closely with our scientists in efforts to publicize our research.