

“Which hat is the dean  
wearing today?”  
Advancing research at a  
master’s institution

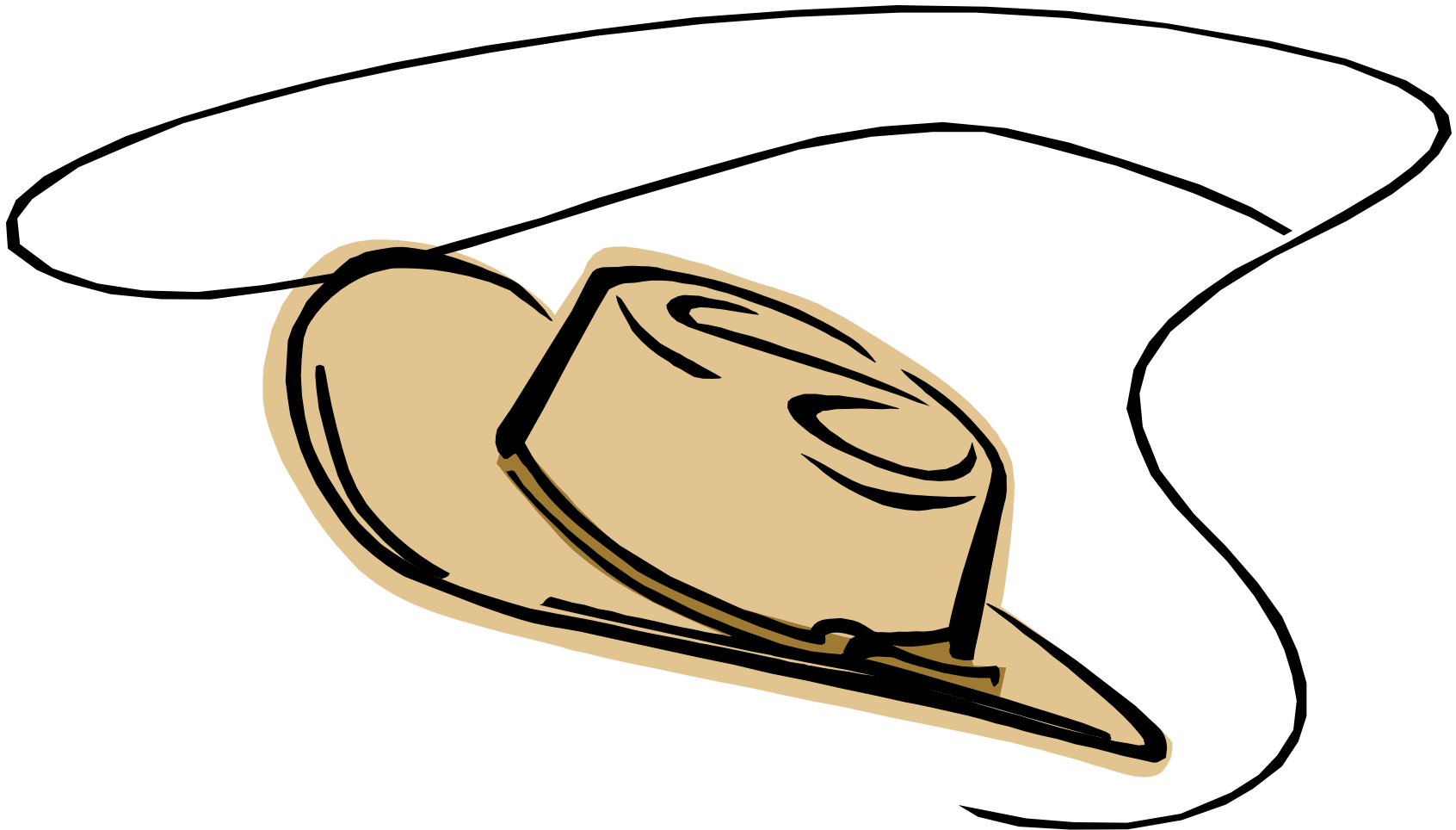
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**Boone, North Carolina**

# Why RESEARCH?

- Transform the discipline
- Contribute to knowledge base
- Mentor the next generation
- Change institutional culture
- Enhance instructional mission
- Meet regional needs
- Support economic development

# Strategic planning: The dean as **trail boss**

“ We’re going *this way*”



Quality control: The dean as **sheriff**  
“It has to be peer reviewed.”



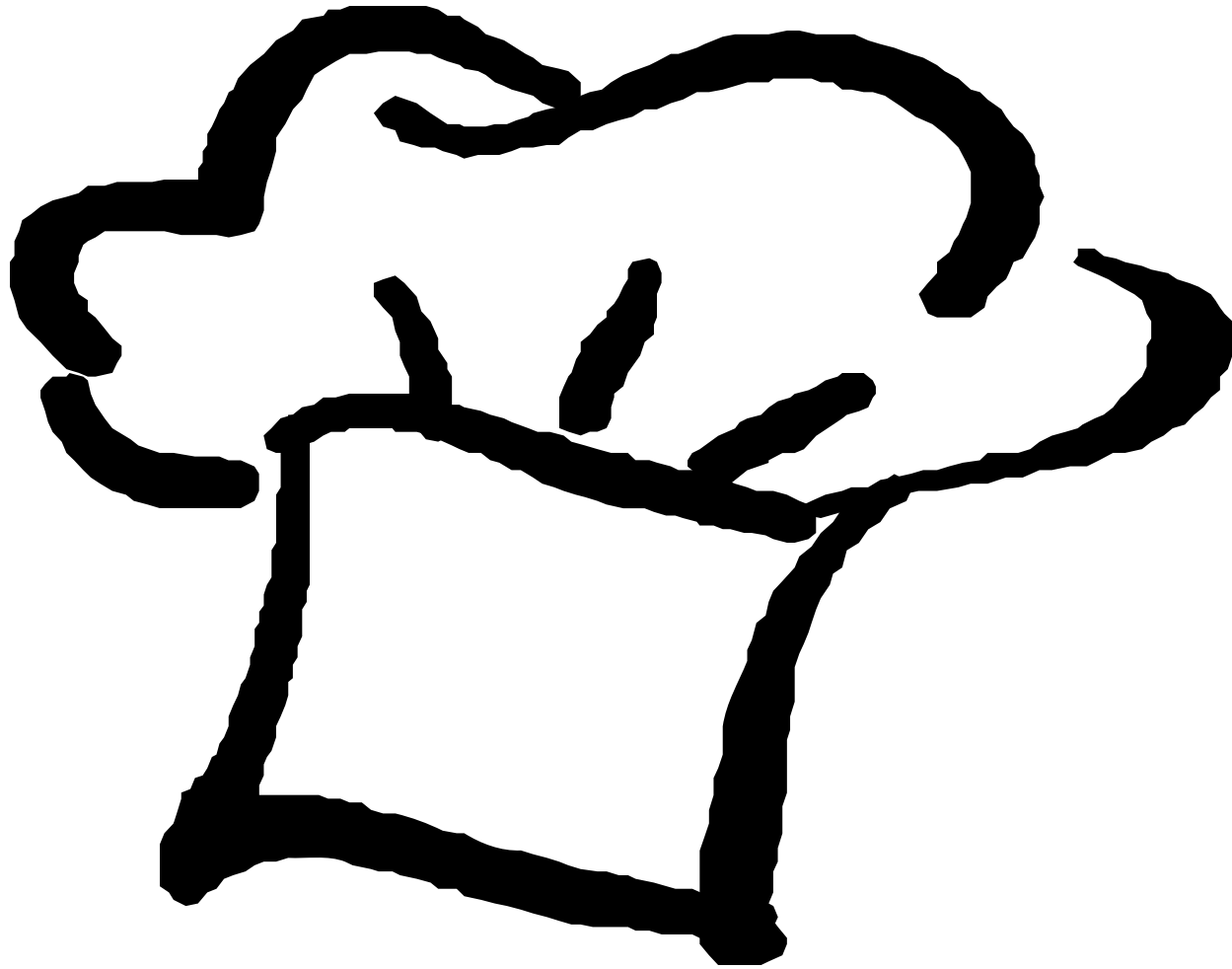
Compliance: The dean as **law enforcement**  
“ . . . Under the EAR and ITAR . . . ”



Damage control: The dean as **firefighter**  
“ You signed for the Provost?”



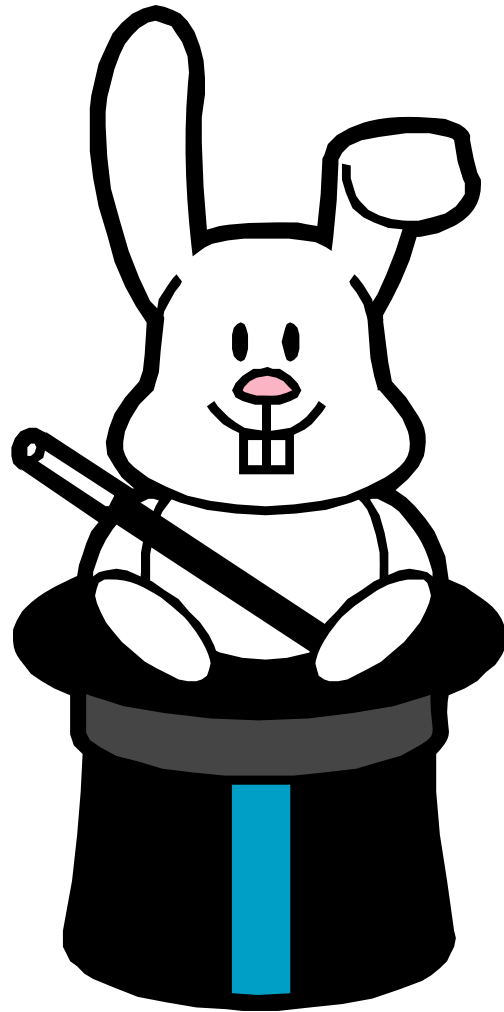
Interdisciplinarity: The dean as **chef**  
“ Dr. Emeril’s research fits this project too.”



Resource development: The dean as **marauder**  
“I’ll take that space for research.”

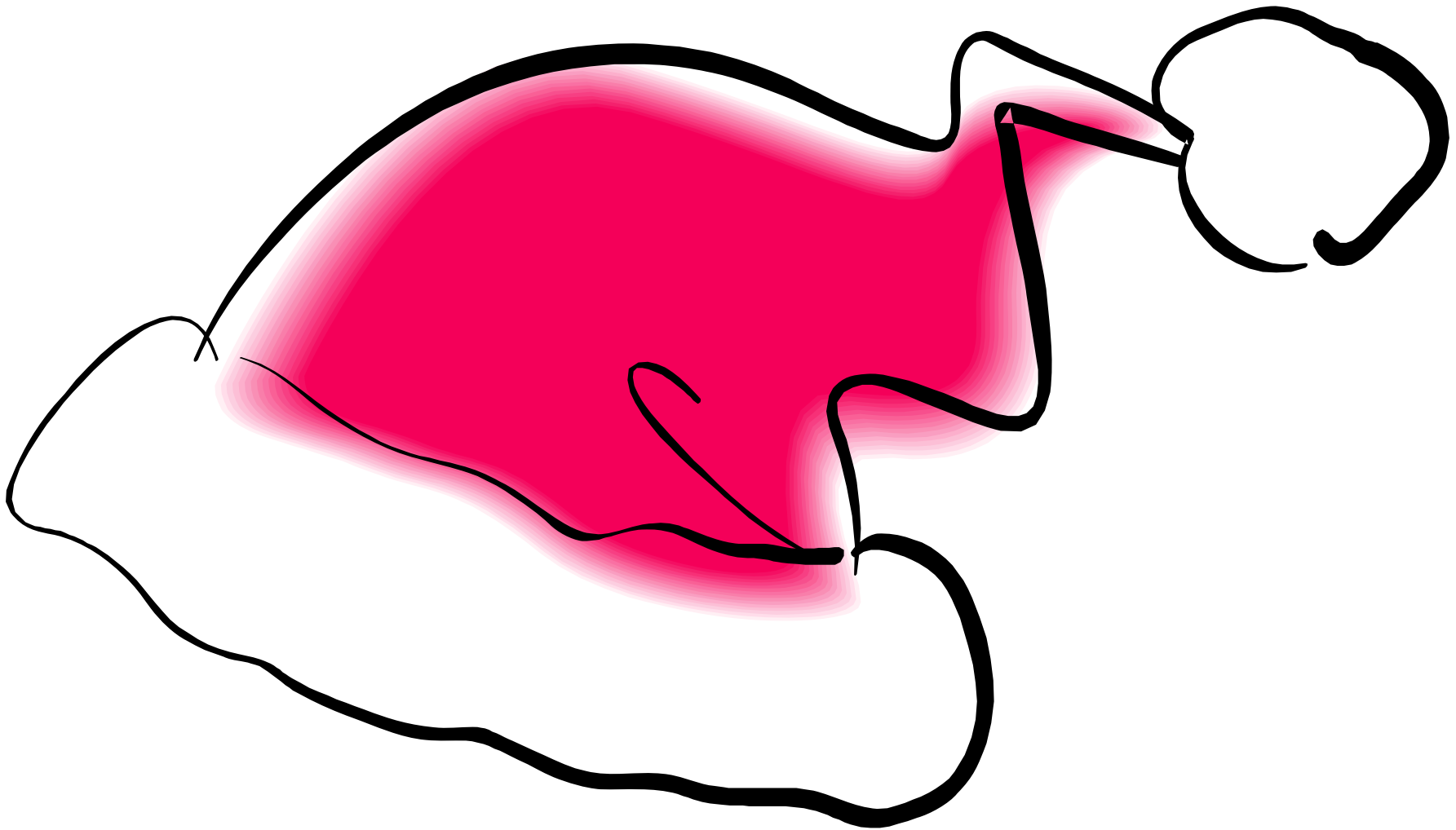


Incentives: The dean as **magician**  
“ Start-up funding? Sure! How much?”



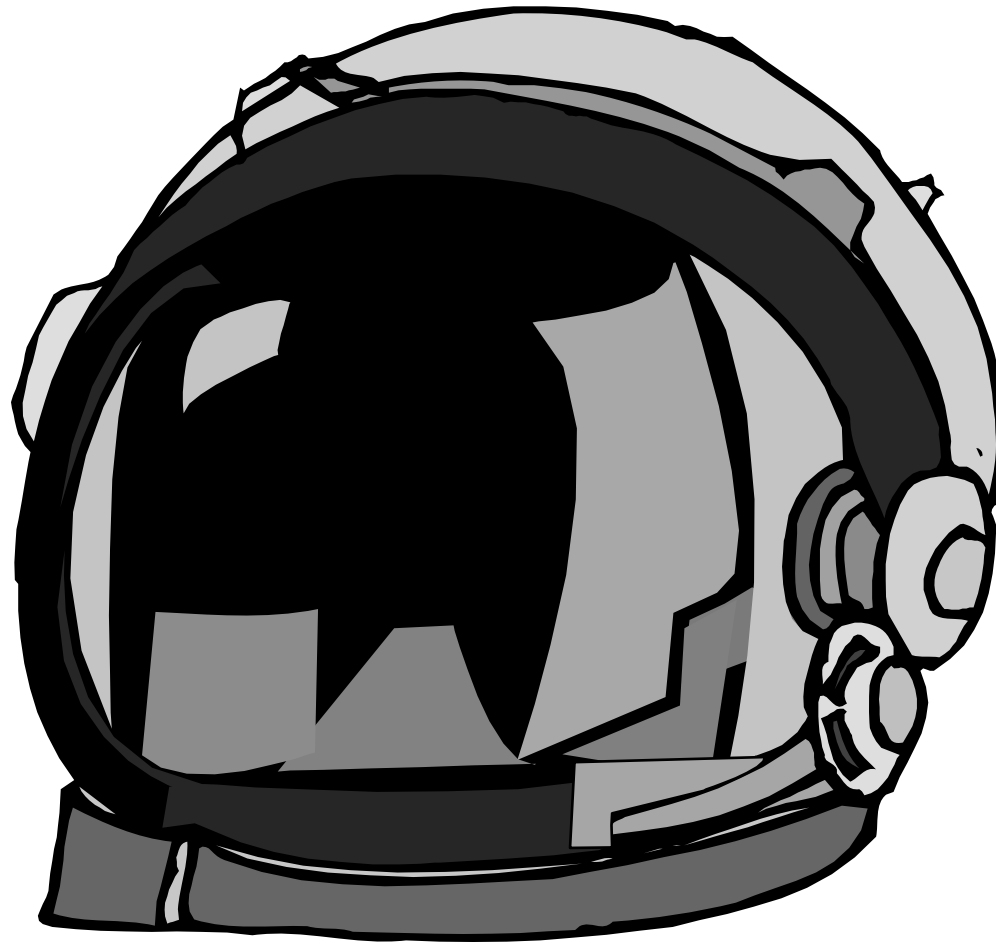
Rewards: The dean as **Santa Claus**

“ We’ll buy you a TEM.”



Vision: The dean as **astronaut**

“We’re going boldly where no one has gone”



**YOUR TURN**