

Research@CMU

Promoting Scholarship and Creative Work Throughout the University

Volume 1, Issue 6, January 20, 2012



News from the Hedge

For the university community as with any community, its hopes and aspirations rest in part with new blood, with the next generation of creators, explorers and scholars. In the last few years, CMU has been most fortunate to attract a wonderful and diverse group of new faculty members to join us and to fuel the ambitions of an emerging research university. In spite of the unfortunate turmoil of the past year, ORSP has received 17% more grant applications in the most recent quarter than in the corresponding quarter of last year, and these applications for funding have requested twice as many dollars as the comparative quarter of last year. These efforts bode well for the future health of the research enterprise at CMU. I am very grateful to an extremely hard working staff in ORSP, who put in long hours working with faculty and staff members at CMU to make every effort that grants go out of here in the best shape we can manage and on time.

While a very large part of our staff time is necessarily devoted to the preparation and submission of grants and contracts, neither the staff nor I believe that the value of scholarly and creative work can or should be measured in terms of the dollars they may allow us to bring in. One measure of the validity of this statement is the annual Faculty Excellence Exhibition (FEE) which we will again be sponsoring on March 14th this year in the Park Library. This University-wide poster session features a selection of the fascinating work of faculty going on in [all colleges](#) at CMU. I invite you to block off that afternoon to attend this event and the faculty award session which follows it to gain a broader perspective of what is happening intellectually and creatively at CMU.

One of the great features of CMU for me has been that while a shift towards a more research-intensive balance of work has occurred, formal teaching has remained a central effort and collegiality has remained a hallmark of CMU. Senior faculty and other academic leaders can, do, and must provide our new faculty members inspiration and guidance in mapping out a research agenda, setting the highest aspirations for discovery and creativity. What Mario Vargas Llosa claims for literature, I suggest is true generally of all creative work: "...it contributes to human improvement, preventing spiritual atrophy, self-satisfaction, stagnation, human paralysis and intellectual or moral decline...to arouse, to disturb, to alarm, to keep men (and women) in a constant state of dissatisfaction with themselves..." (from "Literature as Fire" in [Making Waves](#)). In short, to create the kind of intellectual ferment invoked by Llosa's words across the campus, in all disciplines will mean we have arrived as a research university.

Jim Hageman

Upcoming Events

Wednesday, January 25

6:00-7:00 PM

Undergraduate Grant Preparation Workshop

Isabella Room, Bovee UC

Monday, February 13

6:00-7:00 PM

Undergraduate Research & Creative Endeavors Grant Applications Due by 5pm

Deliver to Foust 251

Monday, February 13

Undergraduate Summer Scholars Applications Due by 5pm

Deliver to Foust 251

Monday, February 13

FRCE Applications Due for February 29th meeting by 5pm

Deliver to Foust 251

Wednesday, February 27

19th Annual SCREE

Event Abstracts Due (see flyer below on Page 3)

Office of Research and Sponsored Programs

ORSP@cmich.edu

251 Foust Hall
Central Michigan University
Mount Pleasant, MI 48859

Training Tomorrow's Business Leaders

Debra Zellner serves as the Executive Director of the Isabella Bank Institute for Entrepreneurship (IBIE) in the College of Business Administration. She earned a bachelor's degree in chemistry at Bowling Green and an MBA from CMU before embarking on a long career with Dow Corning, where she managed several high-profile divisions and launched numerous innovative products. Her expertise in entrepreneurship is now being utilized to assist a new generation of innovators and leaders who are studying the principles of entrepreneurship at CMU. She recently sat down with ORSP to discuss the Institute's unique mission in promoting research and economic growth.

Q: One of the country's pre-eminent entrepreneurs, Steve Jobs, recently passed away. Is the entrepreneurial spirit that Jobs embodied an in-born trait, or can you train people to develop it?

A: The question of whether you can train people to have that entrepreneurial spirit or mindset is not easy to answer. You can help make students aware of what entrepreneurship entails. For example, you can train them in how to evaluate risk and reward, so that they know which calculated risks to take, and which to avoid. We understand that the concepts and principles of entrepreneurship can be taught, and we also know that students will act on that knowledge with varying degrees of success. And in a program like we have at CMU, students can practice those skills in a low-risk environment, which is very helpful for entrepreneurs.

Q: How is CMU's entrepreneurship program different than programs in other universities?

A: Entrepreneurship has been an academic major at CMU for about 13 years. The Isabella Bank Institute for Entrepreneurship oversees the entrepreneurship major and minor. At other universities, you might see the entrepreneurship program housed under marketing, or management. And that impacts how the courses and concepts are presented.

Q: Do students engage in hands-on research?

A: Yes. Students work in teams, and they consult with local businesses on various types of

business problems. They might help a company write a business plan or evaluate a financial issue. It's a nice process, because the students learn a lot about real-world business, and the local companies benefit from the students' work. The process helps students practice what they've learned in the classroom.

Students also participate in individual internships with start-up businesses. This experience with new ventures helps students get a first-hand look at what's involved in growing a new company or launching a new product. The feedback from these companies is great; they tell us that CMU students are high quality, and most of these companies come back to us for additional interns.

Q: Throughout the school year, the IBIE is offering a New Venture Competition (NVC). How does the competition fit into your overall mission?

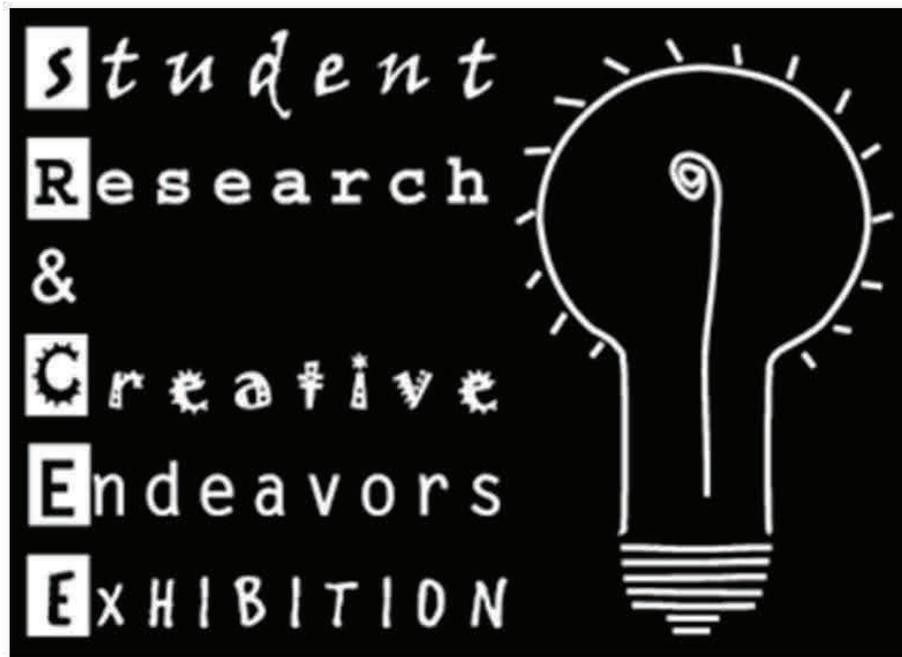
A: The institution places a high value on student research, and entrepreneurship thrives on research. Anyone who launches a new business venture must do a great deal of research on markets, trends, competitors, demographics and other data. One thing that we emphasize is the "power of the library." The trend in our culture is to "go to Google," but in the business world, less than 10% of the information you need is available just by performing Google searches. You need to go to highly specialized sources, and our librarians can direct students to those sources.

Also, the NVC is designed to be collaborative. We are working with Michigan Tech this year, and we hope to expand it further in coming years. Our vision is to build a strong statewide network, so the talents from many campuses can enhance each other and lead to vibrant businesses. The benefit of business competitions is that they lead to the formation of real businesses. For example, if 10 teams get their start because of the competition, and each of those businesses hires 10 employees, that's 100 jobs that have been created. The goal is to create a groundswell of creativity, and spur economic growth here in Michigan.

Reassigned Time Payroll Forms

Remember to complete the necessary payroll forms for your spring 2012 reassigned time (aka course releases), graduate assistants, and student hourly employees. Completing this important administrative paperwork at the beginning of the semester will leave you worry free (about payroll anyway). Please contact Melinda Brakenberry, ORSP Post Award Program Officer, with questions related to payroll expenses on your funded project.

19th Annual



Celebrating Bright Ideas!

SRCEE is
Wednesday, April 18, 2012

1:00-4:00 p.m. ~ Finch Field House

Apply online is now open at

<http://141.209.15.190>

The online application closes

Monday, February 27th @ 5:00 p.m. EST