Examples of research and creative activity potentially applicable to CCFA's faculty seed grant initiative

Note: The following examples are not intended to form an exhaustive list of fundable categories or projects.

Intellectual Property (Creative activity used to invent something or to design something marketable)
- **Seed:** Proof of concept or prototype for patent application and subsequent market transfer
  - External $ generated from intellectual property transfer (e.g., apps or other inventions)
- **Seed:** Development of content for copyright- or trademark-protected duplication and sales
  - External $ generated from product sales (e.g., museum store merchandise)

Publications (Research activity)
- **Seed:** Book chapter(s) developed to submit for external grant
  - External $ generated from grant

Digital Humanities (Research or creative activity)
- **Seed:** Initiation of new project or adaptations of existing works for electronic use and distribution
  - External $ generated from NEH digital humanities grant

Digital Information Packages (Research and creative activity)
- **Seed:** Prototype or initial step of an issue or a concept's development
  - Examples: A website dedicated to inform and promote an issue of significance to the society or to accomplish the university mission to recruit students in an innovative way by mobilizing graphic designs, multimedia resources and online format. Additional examples:
    - Website projects dedicated to an issue with multimedia elements
    - A digital project dedicated to serving communities
    - Mobile-phone apps
      - External $ from grant or organization sponsorship

Video, Film, and Audio (Creative activity used to create a fundable project)
- **Seed:** Development of film treatment, script, audio recording, dance, etc.
  - Material needed for external $ from IMLS or other funder
    - External $ generated from grant

Live performance (Creative activity used to create a fundable project)
- **Seed:** Contribution to production of live events
  - Material needed to support grant applications to fund full production
    - External $ generated from grant

Curatorial (Research and creative activity used to create a fundable project)
- **Seed:** 2D and 3D (including digital motion) of planned exhibition
  - Material useful to promoting exhibition to funders and/or potential exhibition sites
    - External $ generated from grant
    - External $ generated from exhibition rental fees

Communication (Research and creative activity used to improve communication)
- **Seed:** Prototype or proof of concept
  - Example: The Departments of Communication, English, and Art collaborated on a project with St. Jude researchers to improve the comprehensibility of informed consent documents. The result was not a document at all, but rather an app with text and animations deployed on an early "handheld device" (predecessor to smart phones).
    - External $ generated from grant
    - (External $ could also have been generated by a patent and/or copyright via subsequent intellectual property transfer or direct sales)

Social Marketing (Creative activity used to promote an intervention)
- **Seed:** Campaign planning
- Could be print, TV, live performance, and/or exhibition used to promote a health or other socially important intervention
  - Example: Partnership between School of Public Health (SPH) and CCFA resulted in a larger amount of print materials and a website used to promote a children's health intervention, FitKids
    - External $ generated from grants

Qualitative data collection (Creative activity used to acquire social scientific data)
- **Seed:** Study design
- Description: Photography, drawing, and/or performance used by study participants to convey their narratives
  - Example: While not used to acquire qualitative data, the project *Prison Stories*, in which actors perform the stories of incarcerated women, could have served this purpose.
  - Example: Photovoice is a method of collecting qualitative data in which study participants photograph aspects of their lives.
    - External $ generated from grants

Dissemination of Innovation (DOI) (Creative activity used to share research results or other new knowledge)

- **Seed:** Project development or the research to be subsequently disseminated
- Description: Researchers often view publication as the final destination for their results. Funders, however, want to see those results benefit communities. DOI is the process of sharing the knowledge gained by the research team back with the community where the research was conducted. Media (print, video, electronic), exhibitions, and even live performance can serve to disseminate this knowledge. Inclusion of community members in the development and execution of the DOI initiative is crucial.
    - External $ generated from grants

Intervention (Creative activity as intervention)

- **Seed:** Prototyping and pilot testing
    - Example: SPH and CCFA are working on an NIH-funded project with Florida International University for which a graphic design prof. created hookah smoking warning labels. The warning labels are now being tested in a randomized controlled trial.
        - External $ generated from grants

Pilot projects establishing new partnerships and fundable initiatives
(Research and creative activity)

- **Seed:** Pilot project
    - Example: The former Center for Multimedia Arts (CMA) completed a media technology needs assessment for the National Civil Rights Museum (NCRM) for a small amount of money. That needs assessment, however, established a relationship between the CMA and NCRM that led to several contracts and an eventual grant application for exhibit design.
        - External $ from contracts and grants

Note: Several of these examples require partners from other disciplines, departments, and organizations. The Strengthening Communities grant program hosts a meet and greet for university faculty and community members. Perhaps CCFA can find ways to facilitate partnership building, so community members and other colleges know what we have to offer. With the provision of a seed grant, we may be able to better entice faculty from other colleges to partner on new external funding initiatives rather than hire us on later as consultants. We may also want to encourage faculty members seeking seed grants to pursue other internal grants at the same time, like the FedEx Institute grants and the Strengthening Communities grant.