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New Book Advancing Undergraduate Research Spotlights Winthrop's Efforts

Winthrop University

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New Book Advancing Undergraduate Research Spotlights Winthrop's Efforts

Quick Facts

- Dwight Dimaculangan, biology professor, discussed his work in promoting undergraduate research in the College of Arts and Sciences and shared the high-quality undergraduate research abstract books that are published on the campus.
- The books are an important part of alumni relationships and help document the contributions of both faculty and students.



Dwight Dimaculangan

ROCK HILL, S.C. - Winthrop's undergraduate research is featured in a new book, "Advancing Undergraduate Research: Marketing, Communications, and Fundraising" written by Joyce Kinkead, associate vice president for research at Utah State University.

Dwight Dimaculangan, biology professor, discussed his work in promoting undergraduate research in the **College of Arts and Sciences** and shared the high-quality **undergraduate research abstract books** that are published on the campus. Beginning this semester, he now leads an **Office of Undergraduate Research** for student researchers and their mentors.

"**Advancing Undergraduate Research**" is designed to share successful models and strategies for promoting and funding undergraduate research programs, according to Kinkead. This is the first book to address the growth and improvement of undergraduate research programs through advancement activities — marketing, communications and fundraising. As such, it is a critical addition to the library of the advancement professional, the undergraduate research director, and faculty mentors — in fact, anyone who wishes to advocate for the power of research in an undergraduate's education.

According to **Kinkead**, "This book was a lot of fun to write as we had so many excellent examples from around the nation to share. At Winthrop, Dwight produces coffee table style books featuring undergraduate research in the College of Arts and Sciences." The books are an important part of alumni relationships and help document the contributions of both faculty and students.

Marketing, communications, and fundraising are all tools that help deliver the message to campus constituents, as well as to external audiences such as institutional donors, private foundations, government agencies, and state and federal legislators — that undergraduate research is a high-impact educational practice that can transform students' lives.

Each of the three sections of "**Advancing Undergraduate Research**" focuses on key principles of advancement philosophy: how to market undergraduate research; how to engage in strategic communications; and how to raise funds and also serve as stewards of those funds for donors.

Examples of best practices are included, gleaned from dozens of institutions, such as University of North Carolina at Chapel Hill and the University of Michigan, to illuminate the concepts and principles introduced in the volume. Advice from savvy undergraduate research directors, as well as professionals in advancement, is incorporated to help readers formulate and customize their own advancement agendas.

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