

Center of Alcohol & Substance Use Studies Objectives and Key Results (OKRs)

1. Enhance the public profile of the center to emphasize the broad contributions that the center has made to research, education and professional training on the development, prevention, and treatment of stress, trauma, and substance use disorders.

- a. Develop stronger reciprocal awareness and relationships between the center and Rutgers Institutes, Centers, and Schools.
- b. Develop stronger reciprocal awareness and relationships between CAS and GSAPP (Doctoral Programs in School and Clinical Psychology, and Masters in Applied Psychology Program)
 - i. As measured by greater participation in shared external events, scientific projects, involvement in search committees, and evaluation of faculty members.
 - ii. Establish a scientific advisory board composed of Rutgers and community members
- c. Initiate stronger community outreach and enhance community impact.
 - i. As measured by the number of events and projects done in partnership with community organizations and agencies
 - ii. Utilize the assets of the college by designating 2-3 “CAS” events” each year (athletics, theater, music, art, open labs, etc.) as moments to mobilize our events apparatus to invite alumni, donors and other potential external audiences to the college.
- d. Enhance our website and develop and implement a social media campaign.

2. Enhance our research program

- a. Establish a CAS research committee to develop plans for the allocation of resources in ways that incentivize top researchers and grant-funded scholarly activity in support the work of people new to this field.
- b. Publish and publicly disseminate an annual high quality Annual Report (End of FY 2020) on top research and scholarly activity of the CAS faculty.
- c. Develop a stronger relationship between scholarly activity and research and the communications department, as measured by an experts list with 95% faculty participation, regular meetings between writers and faculty (with initial meetings taking place by the end of this year)
- d. Increase published stories about the substance of our scholarly activity in print, broadcast, and social media by 10%.

3. Enhance our addiction education program

- a. Survey community based partners to identify educational needs and gaps
- b. Engage and retain existing allied health professionals who participate in our educational programs, increasing retention by 25%.
- c. Enhance public reputation of Addiction Education Program through
 - i. Conference development and implementation of cutting edge topics
 - ii. Increasing number of high-quality speakers, topics, and workshops (e.g., one conference each semester – trauma and addictions bi-annually)
 - iii. Website, media, social media activities
- d. Develop and build digital training platform.
- e. Increase number of new grants and contracts submissions by 25%

4. Enhance capacity for increasing external funding

- a. Increase number of submissions of grant application by 25%
- b. Increase number of new faculty capable of obtaining grant funding by 10%
- c. Increase number of “true affiliates” who can serve as collaborators with CAS faculty and scholars
- d. Obtain additional funding for post-doctoral training programs.
- e. Launch an RFA to fund pilot studies with collaborations across Rutgers and CAS
- f. Enhance a strategy for increasing donor pool as measured by a 10% increase in donor giving.