

Research Matters

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Notes from Beneath the Blue Awning

Hello UWF faculty and staff,

Today is a beautiful spring day on campus, and I hope that each of you is doing well, as we continue toward the end of the Spring 2021 term and make progress toward a return to a more “normal” future, including an in-person **Commencement!** I was recently able to attend a small event celebrating Distinguished University Professor Wade Jeffrey’s show at the **Pensacola Museum of Art**, *Antarctica: Seasons of Water and Ice*. If you were not able to visit in person before the show closed, I encourage you to check out the **online forum** of his photos from Antarctic cruises.



On Thursday, April 15, 2021, the UWF Office of Undergraduate Research will again host the **UWF Student Scholar Symposium and Faculty Research Showcase**. This year, OUR has coordinated an immersive virtual experience via Gather.Town. I’ve checked out their demo and am excited about the way that UWF students will be able to show off their accomplishments and interact in real time with peers, staff, and faculty. Please consider attending the event on April 15 to support our colleagues and student researchers!

Finally, a quick reminder that Hanover Research will hold the second in a series of informational webinars supporting UWF proposal writers. The upcoming event addresses reading a request for proposals, an issue that I think is the key to preparing a competitive proposal. Time and registration information is listed below; you can find more details about the content in last month’s RAE newsletter:

- On Friday, April 9, from 12-1 p.m. (CDT), "Understanding the RFP: The Foundation of a Responsive Proposal"
- **CLICK TO REGISTER** (required)

Best wishes for a happy and healthy end to a 2021-21 academic year that has tested us all in ways that we could not have predicted.

Regards,

Matt Schwartz
Professor and AVP of Research Administration

p.s. Most of you received my recent email about disclosing **outside activities**. A quick reminder that you do not need to submit new disclosures for activities that you already disclosed an activity.

Logistics faculty turn to Facebook to keep students engaged

By **JEFFREY CASSADY**

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When the COVID-19 pandemic brought everyday life to a standstill last year, **Dr. Scott Keller** began looking for ways to keep his logistics students connected with the local business community.

Keller, professor and chair of the University of West Florida Department of Commerce, turned to Facebook. Last April, he began hosting weekly Facebook Live sessions with students, alumni, and business leaders in industries including manufacturing, cruise-line management, and medical supply distribution. The sessions featured presentations by and question-and-answer sessions with business owners and managers.

“Initially, we were interested in how (businesses) were managing at the beginning of the pandemic,” Keller said. “Then we moved on to how they were operating in the middle of the pandemic. Now, we’re focusing on lessons learned.”

Keller has hosted 40 such sessions over the past year. He currently hosts the sessions over Zoom. Keller said viewership has been surprisingly strong, with one session attracting more than 1,500 views.

Now, Keller is combing through recordings of the sessions for takeaways that might interest academic publications.

“We think that in our typical academic supply-chain journals this would be extremely unique,” Keller said. “The fact that we’re dealing with people’s thoughts and how they’re dealing with the pandemic – it’s different from survey research.

“It will have a unique appeal with editors of our top supply-chain and logistics journals,” Keller added.

Some of the views presented during the Facebook Live and Zoom sessions could be useful to business leaders in the event of another pandemic, Keller said.

“Industry managers could take and apply lessons learned through Zoom sessions into risk-management training,” Keller said.

New publications

The Office of Research Administration and Engagement congratulates the following faculty and staff members for their new publications.

- **Dr. Sal Ruiz**, whose article "**Quantifying Function with the Functional Analysis Celeration Chart**" which was published in Behavior Analysis in Practice.
- Dr. Sal Ruiz and **Sarah Kent**, whose article "**The Nature and Extent of Component Analyses for Improving or Mitigating Behavior: A Systematic Review**" was published in Behavior Modification.

If you or your students have recently published an article and you would like to see it mentioned here, please email Jeffrey Cassidy at jcassady@uwf.edu and include the names of the authors, the name of the article, the name of the publication in which the article appeared, and a link to the article or an abstract.

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