

## **DEANS' THEME PROGRAM GRANTS 2012-13: Social Media and Networks**

Students, staff, and faculty use social networks such as Facebook and Twitter, and we are all aware, at least vaguely, that the networks are both creative and disruptive. However, rarely do we set aside time to discuss the rise of social networks with our students, or to debate their merits among ourselves as faculty. By selecting Social Media and Networks as the Deans' Theme for AY12-13, the Deans seek to stimulate a campus-wide series of discussions and debates that make explicit the historical significance and consequences of these new modes of communication, not just within our community but far beyond it. The networks are a new kind of technology, a new kind of business, and a new kind of public sphere. They warrant and invite interdisciplinary discussion.

To support a rich range of discussions and activities related to social media and networking during AY12-13, we have identified a Common First Book that links to the Theme and will be read by every incoming first year student, recruited a team of faculty and staff whose expertise and interests relate directly to the Theme, and are developing a custom website focused on the Theme. Additionally, we have secured some seed funding to help facilitate the development of special programs and events tied to the Theme during AY 12-13. Details follow:

**Application due dates:** Monday, October 15, 2012

**Grant Size:** From \$100 UP TO \$2000

DT Program Funds must be spent by May 1, 2013, cannot be used as compensation for faculty time, and must be clearly connected to the advancement of a specific project that will contribute substantially to student/faculty discussions related to the Deans' Theme. Equipment and software purchases are generally not encouraged but could be supported if the impact factor will be significant; if purchased, software and equipment become the property of the university. Faculty members who are awarded DT Programs Funds will submit a one-page report summarizing their progress on or before June 30, 2013.

**Eligibility:** Faculty members at any rank may apply.

**Application Process:** Submit a completed Deans' Theme Program proposal. Use the attached form to generate the cover sheet and add a one-page narrative. A complete application will include:

- a description of the proposed event/project and its relationship to the Deans' Theme,
- a detailed budget describing how the funds would be spent (double click on the budget summary "box" to open the embedded spreadsheet for your budget categories and amounts)
- details related to other sources of funding you have received for this program and those for which you have already or will apply, and
- a narrative explaining how the funding requested would move a specific program forward.

### **Criteria for Evaluation**

Proposals will be reviewed and ranked by the Deans' Theme Vision Team (a group of faculty and staff with expertise related to the theme) according to the following ranked criteria and awarded by the Team on a competitive basis:

- 1) how clearly the funding requested is connected to the Deans' Theme
- 2) the importance of that program to the Deans' Theme project (size of impact, duration of impact)
- 3) originality of the proposal and uniqueness of its contribution to the overall project

Please direct your questions to Joel Martin, Dean of the Faculty. Applications should be submitted via e-mail to Kelly N. Smiaroski [ksmiaroski@provost.umass.edu](mailto:ksmiaroski@provost.umass.edu) with a copy to the Dean of the Faculty ([jmartin@provost.umass.edu](mailto:jmartin@provost.umass.edu)).

DEANS' THEME PROGRAM GRANTS 2012-13  
Program Funding Proposal  
Application Cover Sheet  
Fall 2012  
Due Monday, October 15, 2012

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Applicant's name

Department

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Program Title

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Date when work is to be undertaken

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Title of project and key contribution in a nutshell (append a one page narrative to flesh this out)

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Number of Faculty and Students that will Directly Benefit from the Project

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Budget Summary

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Other funding sources (note source and amount received/requested)

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Applicant's signature

Date

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