

# Keynote Address

**Empowering Excellence: Fostering a Sustainable Culture of Research Across CSU Campuses**

TSU Pavilions BC  
**April 22<sup>nd</sup>, 2:00 PM-3:00 PM**



## **Dr. Simon Kim**

Associate VP of Research & Economic Development

This presentation delves into a decade-long initiative at California State University, Long Beach, to cultivate a vibrant research culture. The focus is on strategies to encourage active engagement in impactful research initiatives among faculty and students. Establishing positive relationships with principal investigators to secure external funding is emphasized. The Week of RSCA (Research, Scholarship, and Creative Activity) is a pivotal platform to celebrate research achievements. Communication channels like "Quest" and "Research @ the Beach" publications are crucial in disseminating research outcomes and recognizing outstanding contributions. Establishing a centralized hub for student research, exemplified by the Office of Undergraduate Research Services, is underscored, providing valuable opportunities for student involvement. Additionally, the presentation addresses the importance of research compliance in fostering a responsible and ethical research environment.

### **Brief Bio of the Speaker**

Dr. Simon Kim is a professor of educational psychology and serves as the Associate Vice President for Research and Economic Development at California State University, Long Beach (CSULB). Dr. Kim has a broad understanding of contemporary issues affecting public higher education and extensive experience in academic strategic planning and assessment. He has authored numerous journal articles and book chapters and participated in grant activities on educational partnerships and accountability, culturally diverse students, and conceptualization and evaluation of educational programs. He has played a leadership role in developing and implementing student success initiatives on campus; regional collaborative education partnerships; and targeted programs to support students from underserved AAPI communities. Simon received his bachelor's degree in mathematics from Westminster College, a master's degree in operations research from the University of Kentucky, and his doctoral degree in educational psychology from the University of Southern California.

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