

- Stakeholder Research Guide – The University of Pittsburgh and UPMC Stakeholder Engagement Resource Guide prepared by CERC is available for the entire University and UPMC community. CERC created this resource guide to serve as a roadmap for University of Pittsburgh and UPMC researchers to address stakeholder engagement in preparation for funding proposals. Sally Morton, PhD, Professor and Chair of the Department of Biostatistics in the Graduate School of Public Health at the University of Pittsburgh, directs the CERC.
- Stakeholder Engagement Consultation Service – Susan Zickmund, PhD, hosts a quarterly University-wide stakeholder engagement consultation service. During these group sessions, she and the administrative director of Qual EASE, anthropologist Megan Hamm, PhD, meet with investigators interested in learning more about approaches to engaging stakeholders. The consult service focuses on conveying general principles about engagement, including determining the key stakeholder groups as well as approaches to open-ended stakeholder data collection. Interested investigators then schedule time with Dr. Zickmund in her individualized consultation service described below.
- Stakeholder Engagement Lecture Series – As part of her role as the stakeholder engagement expert within the CERC, Dr. Zickmund provides informative lectures on engagement as part of the CERC hour-long lecture series. This lecture series, offered to the entire University, focuses on the University of Pittsburgh health sciences community and includes faculty from Carnegie Mellon University. Topics include defining engagement, approaches to determining appropriate stakeholders, and recruitment methods. Drawing on conceptual models, Dr. Zickmund discusses multi-faceted designs for engagement. She also includes the challenges and strategies for engaging stakeholders in the formulation of research questions, specific aims, choosing study measures, and stakeholder-specific approaches to the dissemination of findings. Separate lectures also focus on engagement through qualitative and mixed-methods research with insights into design, data collection, and analysis. Each lecture is followed by a question-and-answer session in which investigators can obtain information specific to their area of interest.
- Stakeholder Engagement Curriculum – Dr. Zickmund provides individual lectures within classes that require stakeholder engagement as part of the curriculum. These include Comparative Effective Research (CLRES 2107) and Fundamentals of Patient-Centered Comparative Effectiveness Research, the latter of which is an online course offered to partnering Minority Serving Institutions as part of the Expanding National Capacity in PCOR through Training (ENACT) Program. She is also working with other investigators to develop an online course, also part of ENACT, in Advanced PCOR Methods. Dr. Zickmund works directly with the PCOR K12 scholars to help them understand and develop their stakeholder engagement plans for their own proposals. In addition to the ENACT online course, Dr. Zickmund also works with the ENACT fellows, who participate in a year-long fellowship program, in which they train one month each year in Pittsburgh. She works them to rigorously define engagement procedures in their PCOR project.

- Individualized Stakeholder Engagement Consultation – Given her dual roles as the director of [Qual EASE](#) and the engagement expert within the [CERC](#), Dr. Zickmund works with investigators within and outside the University to develop and staff stakeholder engagement plans for PCORI, NIH, and VA proposals. These individual consultations involve one-on-one discussions with investigators about their stakeholder engagement needs, their desired study designs, and their staffing needs. Dr. Zickmund also provides consultation on budgets related to engagement work. For interested investigators, Dr. Zickmund is available as a co-investigator (Co-I) on the grant, providing trained staff from [Qual EASE](#) in the budget justification to assist with the proposal. She also helps with all needed engagement grant language and provides expert feedback on the proposal. For funded grants, she continues working as a Co-I to guide the engagement plan and, along with Dr. Hamm, provides supervision of the [Qual EASE](#) staff members who collect and analyze the open-ended data.