SUGGESTIONS ON HOW TO INCREASE VISIBILITY IN THE AREA OF RESEARCH AT ELIZADE UNIVERSITY

Increasing the visibility of a university's research can be critical to attracting top talent, securing funding, and making meaningful contributions to academic and industry discourse. Here are some strategies to consider at increasing the visibility of our university in the aspect of research:

1. Create a Compelling Research Narrative:
   - The University needs to develop a clear and engaging narrative that captures the overarching themes, impact, and significance of the university's research activities and encourage faculty members to key into those research areas and activities.
   - The University needs to highlight key research areas, successful projects, and ongoing initiatives in a way that resonates with both academic and non-academic audiences.
   - Faculty members can form research clusters or groups within the departments and have specific research focus and interest and work together as a team.

2. Establish a Robust Online Presence:
   - Maintain an up-to-date and user-friendly research section on the university's website, showcasing the breadth and depth of ongoing research efforts by faculty members.
   - Utilize digital platforms, including social media, blogs, and multimedia content, to communicate research findings and engage with a wider audience.
   - Mandatory opening of a Google Scholar Account by all Faculty members and technical staff who are involved in research.
   - Submission of all published article to the University Library for upload to the Institutional repository and also make it a criteria as one of the steps for the procedure for promotion.
   - All research publications must cite 2 or more other related publications from Elizade University (This should be made mandatory so as to increase our citation)
   - All Post-graduate students should be made to publish from their Dissertation and Thesis. (Masters Students – Minimum of 2 publication; PhD Students – Minimum of 3) of which 2 should have been accepted before Viva.
   - Undergraduate students should also be encouraged to look into current and national developmental issues can coin innovative project topics for their final year projects.
   - All Academic staff should be encouraged to publish in SCOPUS based journals. They can start from Q4 or Q3 journals and gradually build up to been able to publish in Q1 and Q2 journals. (The management needs to drive publications in SCOPUS based journal).

3. Leverage Academic Publications and Conferences:
   - Encourage faculty members and researchers to publish in reputable academic journals most especially Scopus based journals that are open access, attend conferences and participate in scholarly events to disseminate their findings. Keeping in mind that Webometric ranking of universities are based on the extent of visibility in all aspects.
   - Departments and Faculties and the University, can organize and host research-focused symposiums, workshops, and seminars to showcase the university's research capabilities and facilitate knowledge exchange.

4. Utilize Press Releases and Media Outreach:
- Develop a proactive media strategy to highlight significant research breakthroughs, innovative projects, and major grants or awards; this can start off using the University website.

5. Engage in Thought Leadership and Opinion Pieces:
- Position faculty members and researchers as thought leaders by contributing opinion pieces, articles, and expert commentary to mainstream media, industry publications, and online platforms. This can help raise the profile of the university's research expertise and reinforce its position at the forefront of critical topics.

6. Foster Industry and Community Partnerships:
- We need to cultivate strategic partnerships with industry stakeholders, government agencies, and nonprofit organizations to showcase collaborative research efforts and their real-world impact, this is what we can call Town and Gown, where Industry stakeholders are engaged in ongoing research in the university, thereby also helping in the sponsorship of these research outputs to be published in reputable journals on SCOPUS and Web of Science.

7. Showcase Student Research and Innovation:
- Spotlight the impactful research contributions of students, postgraduate students, and early-career scholars to demonstrate the university's commitment to nurturing research talent.
- Create opportunities for students to present their research findings at conferences, participate in research symposiums, exhibitions during convocation especially or when there is a University event where external persons have been invited and contribute to published papers most especially the Post graduate Students

8. Engage in Public Outreach and Education:
- Host public lectures, open house, and community events to bridge the gap between academic research and the general public, showcasing the university's impact and relevance in various areas of research.

If we implement these strategies, I believe the university can significantly enhance the visibility of its research activities, have a better webometric ranking of the University, attract collaborators and funding opportunities, and demonstrate its commitment to advancing knowledge and addressing critical societal challenges.