

## Engaging External Organizations and Communities

Bass Connection projects should make three core “connections” – 1) **between the academy and the broader world**; 2) across areas of disciplinary expertise; and 3) across learner levels.

For many teams, this first connection can be the most difficult to conceptualize and arrange, but it is also one of the most effective ways of helping students see the applicability of research in the real world.

### Possible Roles for External Organizations and Communities

There are many ways that Bass Connections project teams can engage external constituencies in their work. Three of the most common relationships that teams form with external groups include:

#### PARTNER

Identify one or more external organizations working to solve a related challenge and support work that they have underway or bring them onto your team as a collaborator. Some partnerships may include resource sharing.

**For example**, the team *Voices Together: Music Therapy and Autism in Elementary Schools* partnered with a nonprofit that provides classroom-based music therapy for children in special-education classrooms to assess the outcomes associated with the program.

#### CLIENT

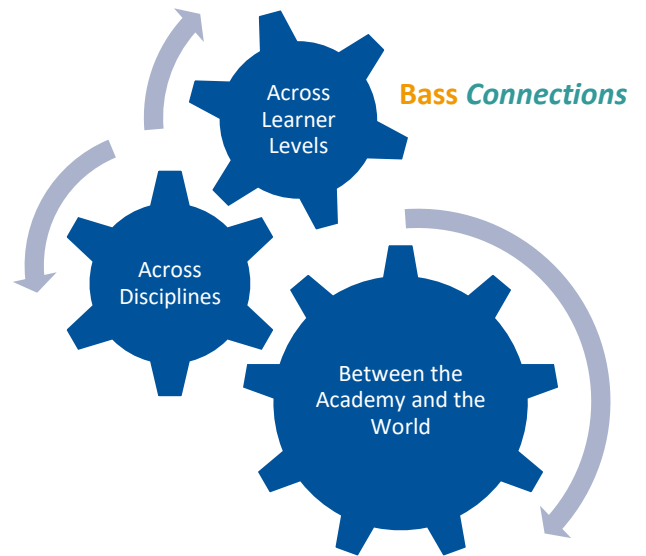
Identify one or more organizations that could benefit from the work of your team and work with them to define a set of deliverables that would be useful to the client.

**For example**, the team *Energy Efficiency in Industry: Motor Vehicle Manufacturing* worked with clients at Toyota, Nissan and GM to develop recommendations for improving the energy efficiency of operations such as painting new cars.

#### SUBJECT/BENEFICIARY

Identify a population or community that your team can study and then deploy the team’s findings to benefit that population.

**For example**, the team *Oculomotor Response as an Objective Measurement for Mild Traumatic Brain Injury in the Pediatric Population* worked with a sample population of youth athletes to document injuries and any related changes in oculomotor responses.



### Suggestions for Identifying Possible Partners

- Consult the [nonprofit directory](#) maintained by the North Carolina Center for Nonprofits to find nonprofits by issue area and location.
- Contact Duke's office of [Durham and Community Affairs](#) for suggestions of local partner organizations.
- Ask alumni relations staff (in your school or across Duke) for suggestions of alumni who are in leadership positions in relevant organizations.
- Ask other faculty, your theme leaders or theme administrators for recommendations.
- Ask contacts in your school who are responsible for corporate and industry relations, or internship/practicum programs, for recommendations.

### Benefits of Engaging Externally

Feedback from faculty and students of all levels has found that Bass Connections provides a unique avenue to engage outside of Duke, and that this provides valuable learning opportunities for students and faculty, while also benefiting the community.

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*"The most valuable aspect was being able to be a part of actual field research and experience the political and social dynamics that influence the production of science."  
– Undergraduate student participant*

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