



**Learning and growth** — We will contribute to the growth and learning of our higher degree research candidates, new and novice researchers and research partners by offering superior support - intellectually, professionally and technically- to develop and share knowledge, expertise and research results



**Internal business processes** — To improve our internal business processes, all grant applications and journal articles must be peer-reviewed before submission to ensure high quality research and maintain our world-class Excellence in Research in Australia (ERA) status. CNMR reviewers available upon request [chs@jcu.edu.au](mailto:chs@jcu.edu.au)

CNMR BALANCED SCORECARD 2015/16

**VISION**

To be a centre of excellence  
in nursing and midwifery research  
and research education  
in the Tropics



**Our people** — We will use targeted marketing, networking, innovation and determination to promote our research and inspire new projects among 'our people' - clinicians, students and peers - locally, nationally and internationally. We have identified 10 practical ways, listed below, to promote our research and inspire new work



**Financial** — Our financial target is to generate at least \$150,000 in grants, projects and consultancies funding for studies that improve health outcomes and service delivery

**Promoting your research and increasing your citations. What you can do.**

1. Target high impact journals. See the CNMR research officers for a list of high impact journals.
2. Tweet weekly about your research – keep it topical and include 'tiny' links to your papers <http://tinyurl.com/>.
3. Film snappy YouTube videos about published papers and link the videos to ResearchGate.
4. Email the CNMR when you have a paper published or an interesting project on the go – your work will go into the promotion cycle ensuring it is tweeted and makes the news on the website.
5. Develop and maintain your JCU Research Portfolio and other sites e.g. ResearchGate and Google Scholar.
6. Learn new social media skills at CNMR workshops. If you cannot find what you need, ask us for training - we'll put together a workshop.
7. Look beyond the conventional research report/journal when writing up findings. Consider 'The Conversation'. The CNMR office has a list of target journals and alternatives (e.g. reflections, guideline summaries and case reports).
8. Take advantage of opportunities. If a journal encourages authors to upload a video or audio summary, do it. If you don't know how, ask for help.
9. Consider open access. If your paper is attracting citations anyway ask the CNMR about making it open access.
10. Block out a little promotion time each week; allocate at least 10 minutes.