

Call for Applications:

For a directed research project in support of Cultural Assessment and Change

The Office of the Vice-President People and Culture at UPEI is inviting applications by UPEI researchers for a grant valued at up to \$10,000.

In support of UPEI's commitment to establish a culture of trust, safety, and inclusion, the grant supports research into the **development and implementation of a rigorous, validated, and UPEI context-appropriate cultural assessment instrument.**

The assessment instrument will be used to:

- establish a baseline and track change over time for the purpose of better understanding and strengthening organizational culture, and
- provide guidance on implementation and interpretation to support culture-building initiatives.
- Answer these key research questions:
 1. What are the most effective ways to capture both quantitative and qualitative data to measure culture change within a diverse post-secondary education environment?
 2. What are the most effective, longitudinal indicators for assessing whether organizational culture is shifting to the planned direction following institutional strategic change efforts (such as the [UPEI Action Plan](#), [UPEI Strategic Plan](#))?
 3. How can UPEI develop an integrated framework using multiple methods applicable to UPEI's environment and context to accurately measure, track, and validate changes in attitudes, behaviors and organizational cultural norms?

Eligible applicants:

Eligible principal applicants are Tenured, Tenure-Track, and Term Faculty Members, Sessional Instructors, and Librarians, who are employed by UPEI at the time of application and for the duration of the award. Postdoctoral fellows, students, professor emeriti, adjunct professors, and other research staff may apply as co-applicants. In keeping with UPEI strategic plan and research priorities, collaborative multi-disciplinary research and collaborative team approaches are encouraged.

Value and duration:

The grant is valued at up to \$10,000.

The grant funding will be made available for research conducted over a five-month timeframe (April 15, 2026 to August 30, 2026).

Process:

An Internal Advisory Committee which will include faculty members, and chaired by the UPEI Vice-President People and Culture, is currently being finalized. When formed, the Advisory Committee will review and determine the successful application.

Application details:

The Scope of Work and outcomes sought for the research grant include:

1. Literature and instrument(s) review
2. Adaptation and instrument(s) design
3. Psychometric validation plan
4. Implementation plan
5. Reporting and recommendations

The research grant will:

- align with UPEI's core values and commitment to developing a culture of trust, safety, and inclusion,
- be informed by efforts outlined in the UPEI Strategic Plan (2025-2030), the UPEI Action Plan, and other institutional plans with initiatives that support culture change,
- focus on the best potential for transformative impact in a diverse environment, and
- build on existing capacity and infrastructure while accelerating the development of strategic priority areas - in particular enabling UPEI and its people to identify, measure, and bridge gaps between current culture and the desired culture.

Instructions for submission:

Complete the application form: [Internal Research Grant in Support of UPEI Cultural Assessment and Change](#).

As an overview, the application must include:

- a short (250-300 word) lay summary of the project, stating the objectives, proposed approach, and significance, future use and dissemination of the findings (on the form).
- contextualization of the research plan in relation to scholarly literature
- the proposed theoretical approach, methodology (e.g., process to illustrate how the instrument will be developed, validated, and tested within a cultural context), and work plan/timeline. Include plans for dissemination
- list of references
- budget information (on the form) and justifications
- a list of co-applicants and team members (on the form), their roles, previous experience e.g. in psychometrics or cultural assessment, or lived experience and perspectives that ensure the tool is culturally safe and relevant, student involvement etc.
- Research History for the applicant and each co-applicant (CV or brief attachment)

Review the [UPEI Internal Research Funding General Regulations](#) prior to submitting an application.

Completed applications are to be submitted to: researchservices@upei.ca with your Chair and Dean cc'd.

Important Dates

Call for applications	February 10, 2026
Information Session	February 20, 2026
Application submission deadline	March 27, 2026
Advisory Committee Adjudication	March 30-April 10, 2026
Notification of Internal Grant Funding decision	April 10, 2026
Grant term begins	April 15, 2026
Deadline for final outcomes report	August 30, 2026

Information session:

Dr. Jane Ngobia, Vice-President, People and Culture will provide an information session about this opportunity on **Friday, February 20 at 10am in Kelley 210.**

For questions on this opportunity, please email researchservices@upei.ca and we will forward your question to the appropriate person.