



Summary Report

Harris Centre Regional Workshop

Memorial University partnering with the
Mariner Resource Opportunities Network (M-RON), Zone 17

**Carbonear, NL
November 17 & 18, 2008**

www.mun.ca/harriscentre

www.aroundthebay.ca

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Documents below to be posted on Harris Centre Website: www.mun.ca/harriscentre

- Memorial University’s role in regional development
- Priorities of the Mariner Resource Opportunities Network (Zone 17)
- Dr. Gerald Galway’s “Memorial Presents” Presentation

1.0 EXECUTIVE SUMMARY

The Harris Centre's twelfth Regional Workshop was held in partnership with the Mariner Resource Opportunities Network (Zone 17) on November 17 & 18, 2008 at Fong's Motel in Carbonear. Attendees included stakeholders from the Baccalieu Trail region as well as 28 participants from Memorial University. The purpose of this workshop was to promote Memorial University as a resource for regional policy and development throughout the province and to identify opportunities for future collaboration in the areas of research, teaching and outreach within the region between Memorial University and community stakeholders.

On the evening of November 17, the Harris Centre hosted a 'Memorial Presents' public policy forum titled: *"Making Schools Matter More: Practical and Political Avenues to Curricular Change."* The keynote speaker for the event was Dr. Gerald Galway, professor with the Faculty of Education at Memorial University. The panelists for the event were Pat Collins and George Parsons. This event was attended by 53 people. This session was very well received, as the evaluation results indicate (see Appendix E).

The 'Regional Workshop' was held on November 18, 2008, from 9:00 am to 4:00 pm. Over 60 people attended the Regional Workshop and the broad range of participants from Memorial University coupled with the diverse group of local stakeholders made for an informative, educational, and rewarding experience for those involved. The morning and afternoon sessions were divided thematically into (1) business and manufacturing; (2) labour market and education; (3) agriculture; and (4) communications. The morning workshop session consisted of Memorial participants informing the stakeholders from Zone 17 about the 35 activities that the university is currently engaged in within the region (see Appendix C), as well as an introduction of several Memorial services and departments. The session was followed by questions and dialogue.

During the afternoon session, the participants informed Memorial representatives and other participants about development priorities in their region. Discussion then followed to identify

potential new opportunities for Memorial in establishing linkages and partnerships for future projects.

There were a total of **28** follow-up opportunities identified at the workshop: 9 in business and manufacturing; 6 in labour market and education; 4 in agriculture; and 9 in communications.

Upon further discussion and collaboration with Mariner Resource Opportunities Network, these potential opportunities will each be described in one-page documents which include the lead community contact within the zone interested in pursuing the initiative. These descriptions will be circulated to the appropriate faculty, staff and students throughout Memorial University with the Harris Centre facilitating and tracking results. The opportunity one-pagers will be available online in Yaffle, Memorial University's online research database (www.yaffle.ca).

Overall, the workshop was viewed as an effective method of identifying opportunities and informing residents and stakeholders of Memorial's current involvement in the region. It also helped facilitate strategic planning and development within the region by discussing regional priorities and brainstorming potential projects in which Memorial could become involved.

2.0 PARTNER ORGANIZATIONS

2.1 The Harris Centre

Named in honour of the late scholar and former Memorial University President Dr. Leslie Harris, the Leslie Harris Centre of Regional Policy and Development was established on October 1, 2004.

Dr. Harris was known for his integrity and independence while making a practical contribution to Newfoundland and Labrador. The Harris Centre continues this commitment in coordinating and facilitating Memorial's educational, research and outreach activities in the areas of regional policy and development. In brokering these activities the Harris Centre will in some situations take a leading role, while in others the role will be that of a partner, supporter or facilitator.

The final product offered to the community, whether in the form of research, teaching or outreach, is based upon the independence and integrity of Memorial's faculty, staff and students in applying their professional expertise in contributing to regional policy and development in Newfoundland and Labrador.

2.2 Mariner Resource Opportunities Network (M-RON), Zone 17

Mariner Resource Opportunities Network Inc. (M-RON Inc.) is the Regional Economic Development Board (REDB) for Zone 17 and is a not-for-profit corporation funded by the federal and provincial governments through the Atlantic Canada Opportunities Agency (ACOA) and the Department of Innovation, Trade and Rural Development. Zone 17 (Baccalieu Trail) is one of 20 development zones in Newfoundland and Labrador and covers the Bay de Verde Peninsula.

The Board's formation resulted from recommendations by the Task Force on Community Economic Development in Newfoundland and Labrador in 1994 and takes into consideration the needs and resources of rural residents and other stakeholders.

M-RON is committed to the following ideals:

- open and meaningful participation and ownership by area residents and stakeholder groups;
- assistance in building the capacity of communities and organizations;
- a planned and systematic approach to the identification and development of potential economic and social development resources;
- a strong and viable organization, working together to achieve the aims and objectives of the Corporation as set forth by the membership in the Mission Statement;
- improved communications through increased technology capacity;
- recognizing the Zone as one region with its natural resources available to benefit all, as well as the promotion of a regional approach to resource sharing;
- building and maintaining a strong human resource component through training and education to ensure necessary expertise is readily available;
- operating in a professional manner based on the Performance Contract(s), the by-laws and policies of the Corporation, and the decisions of the membership.

3.0 REGIONAL WORKSHOP PURPOSE

Regional Workshops have three key objectives:

1. To promote Memorial University as a resource for regional policy and development throughout the province, through the utilization of research, teaching and outreach activities at Memorial;
2. To communicate current Memorial University activities to local stakeholders and to communicate local stakeholder priorities to Memorial faculty, students and staff;
3. To provide a venue for the development of new opportunities/linkages between Memorial University and local stakeholders.

The morning session of the workshop provides information to local stakeholders on current Memorial activities and provides an opportunity for local stakeholders to discuss the implications of these activities in the zone. The afternoon session entitled “new opportunities,” allows for discussion of possible new collaboration opportunities between Memorial and local stakeholders. The session closes with a discussion of next steps.

This report is intended to provide a summary of the information shared in the various sessions and opportunities for further Memorial University and community collaboration.

4.0 MORNING SESSIONS: MEMORIAL UNIVERSITY’S CURRENT PROJECTS

The workshop began in the morning with greetings and opening remarks from Dr. Robert Greenwood, Director of the Harris Centre, who described the plan for the day and gave a brief overview of the overall purpose of the workshop. Mr. Clyde Wells, Chair of the M-RON Board of Directors also gave greetings and opening remarks. Mr. Kent Decker, Memorial University’s Vice-president (Administration and Finance), then gave a short presentation on Memorial’s presence in rural Newfoundland and Labrador. Following this, Robert Greenwood presented on the approximately 35 current Memorial activities related to Zone 17. David Yetman, Manager of Knowledge Mobilization with the Harris Centre, then gave a presentation on the purpose of Regional Workshops and the follow-up process which he engages in for each workshop and zone. Finally, Zone Executive Director George Parsons gave a presentation on the priorities of the Mariner Resource Opportunities Network and the

Baccalieu Trail region. The main presentations from the day can be found on the Harris Centre's website (www.mun.ca/harriscentre).

Following the presentations, the workshop participants were organized into four parallel sessions divided thematically into (1) business and manufacturing; (2) labour market and education; (3) agriculture; and (4) communications. Each group consisted of a facilitator, Memorial representatives and various industry and community stakeholders from Zone 17. These sessions began with a brief presentation by Memorial researchers on their work in the area, of their departments or about research in general. People from the Zone then had the opportunity to ask questions about the research and discuss possible opportunities for using the research. Below is the list of the Facilitators and Memorial participants for each break-out group:

Business and Manufacturing

Facilitator: Robert Greenwood, Harris Centre

Memorial participants:

Brian Vallis, P.J. Gardiner Centre
Brent Decker, Genesis Centre
Anne Lafferty, Folklore
Gordon Cook, Business

Labour Market and Educaiton

Facilitator: Mike Clair, Harris Centre

Memorial participants:

Craig Cramm, Philosophy
Jean Brown, Education
Ken Stevens, Education
Tom Cooper, Business
Chris Hounsell, Centre for Career Development
Dana Aylward, Centre for Career Development
Jody White, Student Recruitment
Mackenzie Young, Student Recruitment
Denis Mulcahy, Education

Agriculture

Facilitator: George Parsons, M-RON

Memorial participants:

John Jacobs – Geography
Penelope Turton – Bio-Medicine
Mariana Trindade – Geography
Donald McKay – Medicine
Barb Roebathan – Medicine
Nigel Allen – Marine Institute

Communications

Facilitator: David Yetman, Harris Centre

Memorial Presenters:

Ivan Muzychka, Marketing and Communications
Dave Starkes, Computing and Communications
Graham Mowbray, Computing and Communications

5.0 AFTERNOON SESSIONS – NEW OPPORTUNITIES FOR COMMUNITY COLLABORATION

During the morning session, George Parsons, Executive Director of the Mariner Resource Opportunities Network, identified the priorities of the Board and spoke about how these could benefit from Memorial's involvement. This provided the context for the afternoon break-out sessions, which were meant to identify new opportunities for collaboration with Memorial University. Parallel sessions were held under the themes carried over from the morning sessions. These groups began with a brief presentation from representatives of Zone 17 who spoke of the regional priorities associated with each of the themes. Discussion followed between Memorial representatives and stakeholders from the Zone to identify potential new opportunities and partnerships between the university and the community.

6.0 OPPORTUNITIES FOR FOLLOW-UP

Many potential opportunities for Memorial University initiatives for research, teaching and outreach with stakeholders in the Zone 17 arose from the afternoon sessions of the workshop. Below are the opportunities for possible collaboration, categorized by break-out group: *(where there is no community lead listed there was none identified at the workshop)*

6.1 Business and Manufacturing

- 1) Youth attraction and retention for new business opportunities (including innovation & talent attraction and retention) *Lead: REDB*
- 2) Assessment of business opportunities and gaps (business opportunities/innovation) *Lead: CBDC with REDB and chamber of commerce*
- 3) Research on business issues and opportunities (eg. demand for higher pay, succession planning, etc.) *Lead: Board of Trade*
- 4) Hospital spin-offs (Doctors in Carbonear could partner with MUN researchers to carry out clinical trials in the region)
- 5) Matching existing firms requiring succession with young entrepreneurs *Lead: REDB*
- 6) Green Head Point project *Lead: Spaniard's Bay town council*
- 7) Region's existing manufacturing and exploring other opportunities
- 8) Assistance with patenting & opportunities to make money selling patents *Lead: business/regional development agencies (CBDC, REDB)*
- 9) Tourism: Cupids 2010 partnership with Faculty of Arts (history, archaeology, etc.)

6.2 Labour Market & Education

- 1) More courses available by distance, in particular in social education & social work. Also, offer "live" courses where local demand is sufficient *Lead: MRON & CNA (Kim Crane & Carolyn Burke)*
- 2) Matching of experienced worker to challenged individuals/youth to employment. Marketing campaign aimed at employers. *Lead: Jennifer Baker, Kim Crane, Brenda Yetman, Nigel Mercer*
- 3) Keeping youth at risk in school. Change to curriculum, alternate curriculums, what approaches (eg. Pathways) have succeeded or failed. *Lead: Stacy Crocker, Kim Crane, Carolyn Burke, Megan Forward*

- 4) How can we retain people in rural communities through teleworking?
Lead: Heather Tite (MRON)
- 5) Matching skilled workers with job vacancies *Lead:* Debbie McCarthy
- 6) Ensure Marine Institute's programs (esp. marine programs) are promoted by Student Recruitment) *Lead:* Nigel Allen, MI

6.3 Agriculture

- 1) Provincial Agriculture Summit and development of task force to develop policy
Lead: Federation of Agriculture
- 2) Agritourism/homestead project: Anchor industry for tourism and rejuvenation of agriculture. *Lead:* MRON
- 3) Agriculture in the classroom: Stimulate interest in agriculture (for career focus)
Lead: Department of natural resources and school districts & Lower Trinity South Development Assn.
- 4) Land use mapping and development of GIS land use database for Zone 17
Lead: MRON and local RDAs

6.4 Communications

- 1) How do we use communications strategies to build social cohesion?
Lead: Dana March, MRON
- 2) Support for strategic communications planning (how to use communications in a regional approach?) *Lead:* MRON
- 3) Business case for cell phone coverage – cell phone coverage over wi-fi
(Possible MBA student project) *Lead:* Joint Council Trinity Bay
- 4) Case-study on other jurisdictions for successful cell coverage/expansion
Lead: Joint Council of Trinity Bay
- 5) Feasibility of building a low cost wireless network to connect those off the circuit
Lead: MRON
- 6) Could MRON build a regional portal where municipalities could share information?
(e.g. envision.ca) *Lead:* Dexter Youden (MRON)
- 7) Revisit “Get Connected” working w/SIFE Memorial (eg. teach online banking)
Lead: Seniors Resource Centre

- 8) Work on a joint-project with Memorial and Eastern School Board or council on e-twinning. *Lead: Kim Crane*
- 9) Create a series of communications events on “regional cooperation”
Lead: MRON & Carbonear Island Strategy

7.0 FOLLOW-UP PROCESS

The Harris Centre will follow up with Zone 17, as well as with individual session participants to determine opportunities for further Memorial collaboration with stakeholders in the zones. Each opportunity will have a one-page description prepared, with a lead individual or organization specified from within the zone. These one-page opportunity descriptions will be circulated to appropriate Memorial University faculty, staff and students and the Harris Centre will track, facilitate and report results. Opportunities will also be listed in the Memorial University Regional Inventory (MURI) to enable web-accessible listings for further follow up.

There will also be a follow-up session with the organizers of this workshop, both from the Harris Centre and the Mariner Resource Opportunities Network, to discuss the progress and/or feasible projects and initiatives. Dialogue, information sharing and brainstorming among key university and community stakeholders at sessions such as these can lead to opportunities for the enhancement and sustainability of regional policy and development.

8.0 CONCLUSION

Based upon the evaluation results from the event (See Appendix D), participants in the Memorial Presents and the Regional Workshop felt that it was a useful and worthwhile way to become better informed on current Memorial University initiatives in the area. For example, 95% of evaluation respondents found the Regional Workshop to be useful to them, while 87% of respondents said that they would like to attend a similar event. As well, Memorial faculty, staff and students felt that it was a valuable way to learn about the needs and priorities of those in the Baccalieu Trail. Memorial University is committed to the social and economic development of all areas of Newfoundland and Labrador; the Harris Centre is dedicated to advancing this mission through these workshops and the many opportunities they highlight and initiate.

Acknowledgement

The Harris Centre would like to sincerely thank the board and staff of the Mariner Resource Opportunities Network for their help in organizing this event and the many stakeholders and community members in Zone 17 who attended and participated in the events. The Harris centre also thanks the faculty, staff and students of Memorial University for their enthusiastic and insightful participation.

APPENDIX A

Regional Workshop Agenda



Harris Centre Regional Workshop

In partnership with the Mariner Resource Opportunities Network, Zone 17

Fong's Motel, Carbonear
November 18, 2008
8:30am - 4pm

Agenda

- | | |
|--------------------|--|
| 7:30 – 8:30 | Breakfast at Fong's Motel
<i>(Provided by the Harris Centre)</i> |
| 8.30 – 9:00 | Workshop Registration (Main Lobby) |
| 9:00 – 9:15 | Welcomes and Outline of the Day: <ul style="list-style-type: none">▪ Dr. Rob Greenwood, Director, <i>Harris Centre</i>▪ Clyde Wells, Chair of the Board of Directors, <i>Mariner Resource Opportunities Network</i> |

- 9:15 – 9:35** Presentation: The Role of Memorial in Regional Development, Kent Decker, Vice-President (Administration and Finance), *Memorial University*
- 9:35 – 10:15** Follow-up process for new opportunities, Dave Yetman, Manager of Knowledge Mobilization, *Harris Centre*
- 10:15 – 10:25** Presentation: Memorial Overview of current projects, Rob Greenwood
- 10:25 – 10:40** Nutrition break
- 10:40 – 10:55** Zone priorities: George Parsons, Executive Director, *Mariner Resource Opportunities Network*
- 10:55 – 12:10** **Parallel sessions: current Memorial activities in the region**
Participants will discuss current activities in the region and discuss various Memorial departments/centres in break-out groups.
- **Business / Manufacturing** (marketing, incubation, development)
Facilitator: Rob Greenwood
Note taker: Catherine Lundrigan
 - **Labour Markets** (employee recruitment and retention, job availability)
Facilitator: Mike Clair
Note taker: Andrea Butt
 - **Communications** (cell phone and high speed internet access, cooperation and resource sharing)
Facilitator: Dave Yetman
Note Taker: Florence Button
 - **Agriculture** (food safety/security, climate change, crop diversity, agritourism)
Facilitator: George Parsons
Note taker: Natasha Tipple
- 12:10 – 1:00** **Lunch** – Fong's Motel (*Provided by the Harris Centre*)
- 1:00 - 2:30** **Parallel Sessions: New Opportunities**
(Discussion of potential new opportunities for collaboration)

based on zone priorities)

- **Business / Manufacturing** (marketing, incubation, development)
Facilitator: Rob Greenwood
Note taker: Catherine Lundrigan
Outline of business issues in region: Stirling Russell
- **Labour Markets** (employee recruitment and retention, job availability)
Facilitator: Mike Clair
Note taker: Andrea Butt
Outline of Labour Market issues in region: Heather Tite
- **Communications** (cell phone and high speed internet access, cooperation and resource sharing)
Facilitator: Dave Yetman
Note Taker: Florence Button
Outline of Communications issues in region: Dana March
- **Agriculture** (food safety/security, climate change, crop diversity, agritourism)
Facilitator: George Parsons
Note taker: Natasha Tipple
Outline of Agriculture issues in region: Perry Mercer

2:30 – 2:45 Nutrition Break

2:45 – 4:15 Report back/Wrap-up and next steps
(Rob Greenwood)

4:30 Memorial participants meet in Fong's Motel Main Lobby for departure to Memorial University via motorcoach.

APPENDIX B

List of Attendees

	Name	Organization/Business
1	Sandy Todd	Agri-Foods Canada
2	Perry Mercer	Baccalieu Trail Producers Co-op
3	Diana Dove	Business Owner
4	Dianne Snow	Career Preparation Program
5	Hertha Blackwood	Career Preparation Program
6	Walter Snow	Career Preparation Program
7	Stacy Crocker	CBDC – Splash Centre
8	Joy Matthews	CBDC Trinity Conception
9	Kim Crane	CBDC Trinity Conception
10	Conrad Maillet	College of the North Atlantic
11	Gary Myrden	College of the North Atlantic
12	Charlie Kelsey	DNR
13	David Yetman	Harris Centre
14	John Duff	Harris Centre
15	Karen Follett	Harris Centre
16	Mike Clair	Harris Centre
17	Rob Greenwood	Harris Centre
18	Sandy Williamson	Harris Centre
19	Marlene Petten	HRLE
20	Debbie Mercer	HRLE Carbonear
21	Hubert White	Labour Program
22	Denye Warren	Lower Trinity South Regional Development Assoc.
23	Paulette Cumby	Lower Trinity South Regional Development Assoc.
24	Denyce Warren	LTSDA
25	Nigel Allen	Marine Institute
26	Ivan Muzychka	Marketing and Communications – MUN
27	Gerald Hiscock	Member of MRON
28	Tony Menchions	Member of MRON
29	Bill Babb	Member of MRON
30	Brenda Yetman	MRON
31	Catherine Lundrigan	MRON
32	Dana March	MRON
33	Ethel Harris	MRON
34	George Parsons	MRON
35	Grace Rose	MRON
36	Heather Tite	MRON
37	Jennifer Baucer	MRON
38	Karen Davis	MRON
39	Lorraine Brown	MRON

40	Megan Forward	MRON
41	Natasha Tipple	MRON
42	Barb Roebbothan	MUN – Medicine
43	Craig Cramm	MUN – Philosophy
44	Dave Starkes	MUN – Computing and Communications
45	Dennis Mulcahy	MUN - Education
46	Graham Mowbray	MUN – Computing and Communications
47	Jean Brown	MUN – Education
48	Jim Pelley	MUN – student services
49	John Jacobs	MUN – Geography
50	Ken Stevens	MUN - Education
51	Tom Cooper	MUN - Business
52	Penelope Turton	MUN – Bio Medical Studies
53	Gordon Cook	MUN – Business
54	Chris Hounsel	MUN - Centre for Career Development
55	Dana Aylward	MUN - Centre for Career Development
56	Anne Lafferty	MUN – Folklore
57	Brent Decker	MUN - Genesis Centre
58	Mariana Trindade	MUN - Geography
59	Donald McKay	MUN – Medicine
60	Jody White	MUN - Student Recruitment
61	Mackenzie Young	MUN - Student Recruitment
62	Mervin Wiseman	NL Federation of Agriculture
63	Colin Holloway	Rural Secretariat
64	Debbie McCarthy	Service Canada
65	Nigel Mercer	The Helping Hand Good Will Centre
66	Carolyn Burke	WISE
67	Andrea Butt	
68	Hubert White	
69	John Lahey	

APPENDIX C

Memorial's Current Activities on the Baccalieu Trail (2004-2008)

(see other file)

APPENDIX D

Summary: Regional Workshop Evaluation

(see other file)

APPENDIX E

Summary: Memorial Presents Evaluation

(see other file)