Public Engagement at Memorial
Office of Public Engagement Activity Report
January 2013 – January 2015
mun.ca/publicengagement
A PUBLIC UNIVERSITY SERVING THE PUBLIC GOOD
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Emorial has always been a publicly engaged university—it’s integral to why we were created and continues to be woven into every aspect of our work—a public university serving the public good. The Public Engagement Framework was developed to outline the core public engagement vision, values and goals of Memorial and provide a guiding document to focus efforts and measure success in achieving those objectives (see Appendix A for details).

The Office of Public Engagement (OPE) was established to steward the Framework, working with the various faculties and units within the university to promote, advance and evaluate the framework and provide support to the university in achieving its public engagement vision. Since the Framework was approved by Senate in September 2012, OPE has worked diligently and strategically to help advance the goals of the Framework in cooperation and collaboration with the many champions across the university. Under the direction of the President, and Executive Director Rob Greenwood, OPE also provides services and supports for a range of Public Engagement-related units and activities within Memorial and is the lead on strategic government relations for the University.

With a broad mandate, OPE relies on significant operational support from the Harris Centre, in addition to a small dedicated team. For more information on the vision, mission and mandate of OPE, see Appendix B.

The following document outlines some of the activities and achievements of OPE since the Public Engagement Framework was launched in 2013.
1 Stewardship of the Public Engagement Framework

OBJECTIVE CREATE PROGRAMS AND SUPPORTS TO HELP MEMORIAL VALUE AND CELEBRATE PUBLIC ENGAGEMENT

ACTIVITY: IMPLEMENT A PUBLIC ENGAGEMENT AWARDS PROGRAM

- The Quick Start Fund for Public Engagement was launched in November 2013 and provides up to $1000 to support new activities, such as preliminary meetings, events and service learning projects, that are in keeping with the goals of Memorial’s Public Engagement Framework. A total of $29,595 was awarded in the 2013-2014 fiscal year, with 31 projects in total accepting funding.

The full list of Quick Start Fund recipients for 2013-14 can be found in Appendix C.

The 2015 Quick Start Fund opened in February 2015 and will award up to $40K this year.
A new public engagement funding program will be launched in 2015, offering awards of up to $10K per project.

**ACTIVITY: DESIGN AND IMPLEMENT A COMMUNICATIONS STRATEGY**

- A communications strategy has been developed and implemented, and is revised regularly.
- Key elements of the strategy include: tracking of public engagement activity in University publications; implementation of Framework Feature in the MUN Gazette; design and implementation of the History of Public Engagement Exhibit; and coordination with MarComm to emphasize public engagement in pan-university communications (President's Report, etc.)

**ACTIVITY: GATHER INFORMATION ON & PROMOTE PUBLIC ENGAGEMENT ACTIVITIES AT MEMORIAL**

- To date, OPE personnel have held more than 40 meetings with Deans, Directors, VPs and others to develop Public Engagement profiles for each faculty/unit and build a shared understanding of public engagement at Memorial. These meetings have included Deans from all faculties, Grenfell and Marine Institute administration and faculty, units such as the Bonne Bay Marine Station, the Labrador Institute, CDEL, DELTS, MUN Libraries and others.

  These profiles gather information on the activities in each unit that align with objectives within the Public Engagement Framework; they may be helpful to the faculty/unit in identifying and reporting on their public engagement activities. These discussions also allow for the identification of future opportunities for strengthening public engagement in each unit.

- OPE periodically surveys Memorial's publications and websites to track and report on the University's public engagement offerings.

**ACTIVITY: ORGANIZE, IMPLEMENT, SUPPORT, LEAD OR ATTEND PUBLIC ENGAGEMENT EVENTS, WORKSHOPS AND ACTIVITIES**

- Engage Memorial Week was held for two consecutive years (2013 and 2014). The week, which celebrated public engagement at Memorial and helped build capacity for engagement, included events at the St. John's campus, Grenfell Campus, and the Labrador Institute.

- OPE has called for proposals from units within Memorial to participate in Engage Memorial 2015, which will take the form of a series of workshops and activities from February to June. The goal of this series is to help build internal and external capacity for public engagement.

- OPE conducted a series of public engagement focus groups to assess the needs of new faculty members. Data from these sessions will be used to shape future public engagement programming.

**OBJECTIVE: FACILITATE PUBLIC ENGAGEMENT OPPORTUNITIES THROUGH HIGH-LEVEL RELATIONSHIP BROKERAGE**

**ACTIVITY: MANAGE AND MONITOR PILOT MEMORANDUM OF UNDERSTANDING (MOU) WITH THE SHOREFAST FOUNDATION**

In May 2013, Memorial University and the Shorefast Foundation signed a Memorandum of Understanding (MOU). The signing was the initial step in a pilot project, administered by Memorial’s Office of Public Engagement, that will inform the development of a model for future MOUs between Memorial and public engagement partners who have multiple connections with the university.
OPE facilitates connections between the Shorefast Foundation and MUN faculty, staff and students.

OPE has developed and implemented a pilot Public Engagement Postdoctoral Fellowship program: the program was launched in 2014 in collaboration with the Faculty of Arts and the Shorefast Foundation. Dr. Pam Hall was chosen as the inaugural Public Engagement Postdoctoral Fellow.

OPE tracks activities and projects related to the MOU and will evaluate the pilot project to inform future MOUs.

**ACTIVITY: IDENTIFY/DEVELOP ADDITIONAL MOUS AND FACILITATE/BROKER RELATIONSHIPS**

- OPE has assisted with MOUs between Memorial and Nunatsiavut and with the Oceans Learning Partnership.
- OPE helps to connect external stakeholders with other MUN resources, such as the Harris Centre, Yaffle, faculty and staff members etc., as appropriate.

**ACTIVITY: PARTICIPATE IN AND/OR LEAD RELEVANT COMMITTEES, CONSULT, ADVISE**

- Four staff members represented OPE at CU Expo in Corner Brook in 2013. The team showcased and gathered public engagement-related activities at Memorial, past and present, through an interactive booth at the conference’s fair. A keynote address at the conference was delivered by Dr. Rob Greenwood.
- OPE’s Manager of Public Engagement Supports, Theresa Mackenzie, represented OPE at Engage 2013 in the UK, an annual conference hosted by the National Co-ordinating Centre for Public Engagement. [http://goo.gl/5ISHM](http://goo.gl/5ISHM)
- Rob Greenwood represented OPE as an “unpanelist” at Intersections: Memorial’s Global-Social Leadership Conference (a partnership between Radhoc Youth Leadership, MUN Oxfam and Engineers Without Borders-MUN, for students focused on exploring social justice and global leadership).
- OPE participates in the Community Engaged Scholarship (CES) Partnership, which brings together eight Canadian universities to advance community-engaged work. [http://goo.gl/bysC8E](http://goo.gl/bysC8E)
- Staff members have advised other universities on public engagement, including University of British Columbia, University of Guelph, University of Victoria, University of Manitoba and University of Ontario Institute of Technology.
- The Public Engagement Expert Working Group (EWG) meets once per semester to provide insight into the implementation of Memorial’s Public Engagement Framework, to address challenges in university-public engagement and explore public engagement opportunities and best practices. The EWG is composed of people, from within Memorial and from the community, who are leaders in university-public engagement (see the full list of members in Appendix D).
- In 2014, Memorial hosted the Association of Atlantic University Presidents with a focus on public engagement; OPE’s Executive Director facilitated a session on behalf of Memorial’s President, Dr. Gary Kachanoski.
- OPE contributed to planning for the establishment of the public engagement office at Grenfell Campus.
OPE participated in a planning committee for a Memorial undergraduate student forum on public engagement, an initiative of the Deputy Provost (Students) and Associate Vice-President (Academic), Dr. Cecilia Reynolds.

**ACTIVITY: ADVANCE SCHOLARSHIP ON PUBLIC ENGAGEMENT**

- OPE’s Executive Director visited three international universities as case studies in public engagement. These case studies are for a joint project in conjunction with Professor Mike Hefferan (Pro Vice-Chancellor (Engagement) and professor of Property and Development at the University of the Sunshine Coast). The case studies were University of Colorado Boulder (USA), University of Tampere (Finland) and University of Warwick (UK).

- A workshop on public engagement was held at the Bonne Bay Marine Station in June 2013. This workshop leveraged expertise from Grenfell and the local area as well as the expertise of international experts who attended CU Expo.

- Doctoral candidate Ginny Fugarino has been contracted as a Research Assistant II in part to assist with these public engagement scholarship activities.

- The Executive Director of OPE is a Co-Investigator on the Faculty of Medicine’s Strategy for Patient-Oriented Research (SPOR) project, consulting on public engagement as it relates to the project activities. Connecting Policy and Practice Through the Health Sectors and Across Health Disciplines: A SPOR Network in Primary and Integrated Health Care Innovations is led by Dr. Marshall Godwin and funded by CIHR.

- In June 2014, OPE’s Manager of Public Engagement Supports attended the New York Regional Engagement Academy, a program designed for university leaders in public engagement to support the development of institutional engagement plans, effectively linking community engagement to the teaching, research, and service missions of the institution. OPE is exploring opportunities to host a similar program at Memorial.

**OBJECTIVE BUILD INTERNAL AND EXTERNAL PUBLIC ENGAGEMENT CAPACITY THROUGH MENTORSHIP, COMMUNICATIONS, OTHER ACTIVITIES**

**ACTIVITY: ORGANIZE PUBLIC ENGAGEMENT CAPACITY-BUILDING AND BROKERING EVENTS, PROGRAMS, MEETINGS, WORKSHOPS, ETC.**

OPE worked with the Graduate Students’ Union to encourage graduate students to undertake and communicate publicly-engaged research by including public engagement as a focus in the annual Aldrich Conference in 2013 and 2014. Prizes were awarded to students Rudy Riedlsperger, Kelly Greenfield and Roman Lukyanenko for the best public engagement presentations at both events.

- Engage Memorial events offered capacity-building opportunities to Memorial students, staff, and faculty as well as members of the public.

- The History of Public Engagement (HOPE) exhibit was developed to inform internal and external audiences about public engagement at Memorial. This interactive exhibit prompts users to think about their own preferences when publicly engaging and allows them to learn more about activities at MUN that fit into those preferences.
ACTIVITY: DEVELOP AND DISSEMINATE TOOLS AND RESOURCES FOR PUBLIC ENGAGEMENT

- OPE has developed a variety of tools and resources, many of which are housed on the OPE website. These include informative videos from Engage Memorial Week 2013 and public engagement-related resources both internal and external to Memorial.

OBJECTIVE MONITOR, EVALUATE AND COMMUNICATE STATE OF PUBLIC ENGAGEMENT FRAMEWORK IMPLEMENTATION

A core role of OPE is guiding the implementation of Memorial’s Public Engagement Framework; we have developed a plan to monitor and evaluate Memorial’s progress towards meeting the framework’s goals and objectives (see Appendix E for a graphical overview of OPE’s approach to monitoring and evaluation). The following activities support the plan:

ACTIVITY: DEVELOP PROGRAM LOGIC MODELS AND EVALUATION FRAMEWORKS

- OPE has developed logic models for OPE and the Public Engagement Framework; these were used as a basis for the development of an evaluation framework for overall public engagement programming at Memorial.

ACTIVITY: DEVELOP PROJECT EVALUATION GUIDE

- OPE has developed a Project Evaluation Guide for funding recipients: funding recipients are required to complete both process and outcomes evaluations; OPE has developed resources to support this work.

ACTIVITY: PROJECT EVALUATION

- Evaluation of projects and activities, such as funding programs and Engage Memorial Week: each OPE project is evaluated and results are used to inform future programming.

OBJECTIVE PROVIDE SUPPORT AND ADVICE TO GUIDE THE IMPLEMENTATION OF THE PUBLIC ENGAGEMENT FRAMEWORK AND ITS INTEGRATION WITH OTHER UNIVERSITY FRAMEWORKS

ACTIVITY: PARTICIPATE IN AND/OR LEAD RELEVANT COMMITTEES; CONSULT; ADVISE

- OPE consults with people throughout Memorial to support the implementation of the PEF, including: conducting presentations on public engagement to internal groups, including SAAG; leading the Public Engagement Expert Working Group; participating in the MarComm Face Forward Editorial Committee; supporting the development of a Memorial Strategy for Civic Engagement and Social Innovation; and participation on Memorial’s Advancement Council.

ACTIVITY: PROVIDE REPORTS AND UPDATES TO THE PRESIDENT AND TO THE UNIVERSITY COMMUNITY

- Regular articles are written for the Gazette, under the “Framework Feature,” to highlight public engagement projects, activities and success stories around the university.

- OPE produces articles, ads, newswire updates and social media content related to Engage Memorial, Quick Start and other public engagement programming as required.
OPE website and social media presence help to promote public engagement at Memorial and update the public and university community on activities.

Updates on public engagement are also provided through meetings and committee work.

**ACTIVITY: ENGAGE INTERNAL AND EXTERNAL EXPERTISE**

*Initiated in 2013 as a way of launching the Public Engagement Framework, Engage Memorial was first held on February 12-15, 2013 and presented 8 events including a public engagement fair and workshop day. In 2014, Engage Memorial featured 24 varied events from February 10-15, 2014. This week of events celebrated collaborations and expertise at campuses on the island and in Labrador.*

- The Engage Memorial Fest on February 12, 2014, hosted by OPE, provided an exciting space to engage and highlight MUN and community expertise through presentations, booths and performances designed to promote interactivity and foster future partnerships.
Leadership of Strategic External Relations

OBJECTIVE MOBILIZE AND COORDINATE EXISTING NETWORKS, RESOURCES AND RELATIONSHIPS WITH EXTERNAL STAKEHOLDERS

ACTIVITY: COORDINATE STRATEGIC EXTERNAL RELATIONS ACTIVITIES
   o OPE hired Morgan Murray as Strategic External Relations Coordinator for Memorial to coordinate responsibilities for strategic external relations through the Office of Public Engagement.

ACTIVITY: COORDINATE STRATEGIC STAKEHOLDER TRACKING AND ANALYSIS
   o OPE is developing capacity and processes to improve management, tracking and analysis of strategic public engagement stakeholders.
ACTIVITY: COORDINATE RELATIONSHIP WITH THE ATLANTIC ASSOCIATION OF UNIVERSITIES

- OPE is the lead Memorial liaison with the Atlantic Association of Universities (AAU) public engagement initiative and supports Memorial’s government relations activities with the Association of Universities and Colleges of Canada (AUCC).

OBJECTIVE INCREASE AWARENESS OF MEMORIAL UNIVERSITY STRENGTHS AND OPPORTUNITIES WITH THE FEDERAL GOVERNMENT

ACTIVITY: COORDINATE MEMORIAL DAY IN THE CAPITAL

- OPE planned and implemented Memorial Day in the Capital in 2013 and 2014, during which senior administrators visited Ottawa to meet with key federal government officials.

ACTIVITY: SUPPORT MEMORIAL’S DEPUTY MINISTER CHAMPION RELATIONSHIP

- OPE is lead liaison (with support from the Harris Centre) for the Federal Deputy Minister Champion Program and Memorial’s Deputy Minister Champion Andrew Treusch, Commissioner of the Canada Revenue Agency.

ACTIVITY: FOSTER STRATEGIC FEDERAL GOVERNMENT RELATIONSHIPS AND OPPORTUNITIES

- OPE coordinates and supports the development of relationships with federal government officials and helps coordinate collaborative opportunities to advance Memorial’s strategic priorities.

OBJECTIVE INCREASE AWARENESS OF MEMORIAL UNIVERSITY STRENGTHS AND OPPORTUNITIES WITH LOCAL GOVERNMENT

ACTIVITY: COORDINATE STRATEGIC RELATIONS WITH THE CITY OF ST. JOHN’S

- OPE coordinates meetings with City officials and provides updates on Memorial activities and impacts on the City.

ACTIVITY: COMMUNICATE THE IMPACTS OF MEMORIAL ON THE PROVINCE AND LOCAL COMMUNITIES

- OPE coordinated the commissioning of a report by Memorial’s CARE (Collaborative Applied Research in Economics) to determine the economic impact of the University on the Province, as well as its impact on the St. John’s Metro area, Corner Brook, and Happy Valley-Goose Bay.

ACTIVITY: BUILD ON EXISTING PROVINCIAL GOVERNMENT RELATIONSHIPS

- OPE communicates with the provincial Office of Public Engagement and with the City of St. John’s Department of Strategy and Public Engagement.
OPE has three reporting units: the MUN Botanical Garden, the Newfoundland Quarterly, and the Battery Facility; the Special Advisor to the President on Aboriginal Affairs reported to OPE on operational matters until October 2014.

**OBJECTIVE** PROVIDE LEADERSHIP TO RELATED PROJECTS AND REPORTING UNITS TO HELP THEM ACHIEVE THEIR MANDATES AND GOALS

**ACTIVITY:** PROVIDE ADMINISTRATIVE GUIDANCE AND MANAGEMENT TO UNITS

*OPE* provides high-level financial management and support to each reporting unit, assisting with annual administrative cycles related to budget submissions and updates.
o OPE assists with the management and oversight of the units in the form of the reporting structure (i.e., the leads for each unit report to the Executive Director of Public Engagement).

o OPE provides transition support for the Botanical Garden and the Newfoundland Quarterly from separately incorporated entities to Memorial units.

**ACTIVITY: GUIDE STRATEGIC PLANNING PROCESSES FOR UNITS**

o OPE facilitates strategic planning for the Botanical Garden and the Newfoundland Quarterly.

**ACTIVITY: PROVIDE HIGH-LEVEL COMMUNICATIONS SUPPORT TO UNITS**

o OPE provides communications and public relations advice to portfolio units.

o OPE assists units with communications and budget planning.

o OPE guides portfolios through internal communications opportunities.

o OPE showcases portfolio units through OPE communications.
Leadership of Memorial’s Battery Facility

OBJECTIVE LEAD THE DEVELOPMENT AND OPERATION OF THE BATTERY FACILITY AS A PUBLIC ENGAGEMENT PLATFORM

ACTIVITY: INCREASE UNIVERSITY’S CAPACITY TO CREATE THE PUBLIC ENGAGEMENT PLATFORM

- OPE hired a project coordinator, Jordan Wright, to manage the re-development of the facility.
- OPE provides ongoing support of the Battery Facility Executive Management Committee in its meetings and decision making.
- OPE convenes a Joint Needs Assessment Committee with internal university and external community representation that provides input on the re-development project.
ACTIVITY: IDENTIFY THE USER REQUIREMENTS FOR THE FACILITY

- OPE liaises with Facilities Management regarding user requirements and building development options.
- OPE conducted public consultations regarding the facility and its use, including 20 information and consultation sessions with over 300 individuals in attendance, as well as an online consultation platform designed to generate discussion and gather ideas.

ACTIVITY: COMMUNICATE PROGRESS OF THE PROJECT TO MEMORIAL STAKEHOLDERS AND BROADER COMMUNITY

- OPE consults with and updates Memorial University stakeholders on the progress of the project.
- OPE responds to public and internal Memorial University inquiries about opportunities, the building and project.
- OPE plans and executes Battery Facility communications including management of the Battery Facility website.

ACTIVITY: SUPPORT PLANNING OF GRADUATE STUDENT ACCOMMODATIONS AT THE BATTERY FACILITY

- OPE works in partnership with Memorial’s Student Residences on the planning of the graduate student accommodations.
- OPE plans the public engagement component of the graduate student resident application process, ensuring residents and the programming of the building are aligned.
- OPE coordinates with Memorial’s Graduate Students’ Union and Facilities Management to identify and capture accommodations requirements.
In addition to continuing work on the projects described in the preceding pages, OPE will lead a multitude of additional activities in the coming fiscal year including:

- Awarding the first President’s Award for Public Engagement Partnerships (announced during Engage Memorial Week 2014)
- Launching the Public Engagement Accelerator Fund to support larger public engagement initiatives
- Presenting our work through national and international venues, including at C2U Expo 2015 in Ottawa.
APPENDIX A

About the Public Engagement Framework

Since the founding of Memorial University in 1949, the work of many of Memorial’s students, faculty and staff has emphasized the importance of strong, sustained partnerships with members of the public of Newfoundland and Labrador and beyond. With the collaborative development of the Public Engagement Framework (PEF), public engagement was confirmed as one of the core areas of Memorial’s mission, along with research and teaching and learning.

The Public Engagement Framework was developed following an extensive consultation process that solicited input from over 900 people from throughout the province and from internal and external individuals and organizations. It was endorsed by Senate on September 25, 2012. It was launched at the first Engage Memorial Week in February 2013.

VISION

Our Vision is for Memorial University to be a world leader as an engaged public university, through our special obligation to the people of Newfoundland and Labrador.

VALUES

Memorial’s culture of public engagement will be guided by:

- Respect
- Equity and diversity
- Integrity, transparency and accountability
- Accessibility and responsiveness
- Excellence

GOALS & OBJECTIVES

GOAL 1. MAKE A POSITIVE DIFFERENCE IN OUR COMMUNITIES, PROVINCE, COUNTRY AND WORLD

1.1 Be a leader nationally and internationally in developing policies and programs that value and support effective public engagement.

1.2 Develop and improve processes, tools and resources to recognize and understand public needs, opportunities and priorities.

1.3 Mobilize knowledge, expertise and resources in support of the public good: social, health, economic, cultural and environmental.

1.4 Mobilize knowledge, expertise and resources in support of innovation and economic diversification.

1.5 Mobilize knowledge, expertise and resources to support the ability of individuals, groups, organizations and communities to participate in good governance.

1.6 Facilitate and participate in informed public dialogue.

1.7 Connect university expertise to non-degree and diploma learning opportunities.

1.8 Allocate available resources to areas of public engagement priority and seek incremental resources where priority areas are not adequately satisfied.
GOAL 2. MOBILIZE MEMORIAL FOR PUBLIC ENGAGEMENT

2.1 Create a culture throughout Memorial that values, facilitates and celebrates public engagement.

2.2 Develop and improve policies, structures and systems throughout Memorial that support public engagement.

2.3 Develop new and strengthen existing policies, tools and practices to support, encourage and celebrate faculty public engagement activities.

2.4 Increase and enhance experiential learning opportunities for students.

2.5 Support, encourage and celebrate undergraduate and graduate student public engagement activities.

2.6 Support, encourage and celebrate staff public engagement activities.

2.7 Provide training and mentoring in public engagement best practices for undergraduate and graduate students, faculty and staff.

GOAL 3. CULTIVATE THE CONDITIONS FOR THE PUBLIC TO ENGAGE WITH US.

3.1 Work with others to identify strengths and limitations and provide appropriate supports to facilitate public engagement.

3.2 Contribute to building greater capacity for our external partners and collaborators through public engagement activities.

3.3 Collaborate with the College of the North Atlantic to harness our respective strengths in support of public engagement activities as a unified public post-secondary system for the province.

3.4 Recognize and celebrate our external public engagement partners and collaborators.

GOAL 4. BUILD, STRENGTHEN AND SUSTAIN THE BRIDGES FOR PUBLIC ENGAGEMENT.

4.1 Enable sustained, responsive and coordinated public engagement partnerships.

4.2 Facilitate greater use of on-campus and off-campus facilities and resources through increased access, outreach and partnerships.

4.3 Increase ways for those outside Memorial to understand university systems and culture.

4.4 Increase ways for those outside Memorial to inform university decision-making.

4.5 Increase tracking and communication of Memorial’s public engagement resources, expertise and offerings.

4.6 Increase opportunities for and celebration of public engagement participation and contributions by Memorial’s alumni and other champions.

Details: www.mun.ca/publicengagement/
APPENDIX B

About the Office of Public Engagement

OUR VISION

The vision of the Office of Public Engagement (OPE) is that of the Public Engagement Framework: for Memorial University to be a world leader as an engaged public university, through our special obligation to the people of Newfoundland and Labrador.

OUR MISSION

The mission of the OPE is to promote, advance and evaluate Memorial’s Public Engagement Framework and to provide leadership to related projects and reporting units to help them achieve their mandates and goals.

OUR MANDATE

OPE is the steward of the Public Engagement Framework. We are charged with being a catalyst for action on public engagement at Memorial, offer supports to the university community to help them meet the goals and objectives of the framework, and are responsible for developing an evaluation process to assess progress.

OPE also provides leadership and supports for a range of Public Engagement-related units and activities within Memorial and is the lead on strategic external relations for the university.

OPE is led by Dr. Rob Greenwood, Executive Director, Public Engagement and its staff members include:

- Theresa Mackenzie, Manager, Public Engagement Supports
- Jordan Wright, Project Coordinator (Battery)
- Cherie Williams, Administrative Assistant
- Ginny Fugarino, Research Assistant II
- Morgan Murray, Coordinator, Strategic External Relations
- Adam Saunders, Business Consultant

Support for OPE is provided by the Harris Centre which has taken on responsibility for the Public Engagement portfolio, including:

- Communications strategy and implementation
- Budget and administrative oversight and high-level management
- Communications, budget and administrative support for PE funding programs, activities and reporting units

The work of OPE is also supported by students (including students from the Masters of Applied Social Psychology program) and contractual staff as required.

OUR VALUES

The work of OPE is guided by:

- Respect for our colleagues and partners
- Equity and diversity
- Integrity, transparency and accountability
- Accessibility and responsiveness
- Agility and reliability

OUR GOALS

- To provide stewardship to advance the goals of the Public Engagement Framework
- To provide leadership to reporting units to advance public engagement, help them clarify their missions, and help them meet their mandates and goals
- To lead the development and support the implementation of a strategic external relations plan for Memorial
- To lead the Battery Facility redevelopment project and its operation as a public engagement platform
## APPENDIX C

### Quick Start Fund Recipients (to January 2015)

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Affiliation</th>
<th>Faculty/Unit</th>
<th>Project Title</th>
<th>Start date</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Donna Teasdale</td>
<td>Staff</td>
<td>Arts/Archeology</td>
<td>Preserving our heritage through archaeological field conservation.</td>
<td>2014/05/01</td>
<td>1000</td>
</tr>
<tr>
<td>Dr. Maura Hanrahan</td>
<td>Faculty</td>
<td>Humanities Program (Grenfell)</td>
<td>The Politicization of Identity: A Presentation to the Grenfell and Bay of Islands Community by President Todd Russell of NunatuKavut Community Council and a day-long Visit to Grenfell Campus</td>
<td>2014/02/03</td>
<td>800</td>
</tr>
<tr>
<td>Dr. Stephanie McKenzie</td>
<td>Faculty</td>
<td>Arts/Grenfell</td>
<td>Maroon and Mi’kmaq: An International Indigenous Exchange Post-Symposium Booklet</td>
<td>2014/01/30</td>
<td>1000</td>
</tr>
<tr>
<td>Dr. Jacqueline Walsh</td>
<td>Faculty</td>
<td>Social Science/Grenfell</td>
<td>A Celebration of University-Community Engagement: The Grenfell Approach</td>
<td>2014/02/14</td>
<td>1000</td>
</tr>
<tr>
<td>Dr. Jill Allison</td>
<td>Staff</td>
<td>Faculty of Medicine, Community Health</td>
<td>The Just for Women Safe Space Project</td>
<td>2014/02/04</td>
<td>1000</td>
</tr>
<tr>
<td>Dr. Kristin Harris Walsh</td>
<td>Faculty</td>
<td>School of Music</td>
<td>Dancer-in-Residence</td>
<td>2014/09/15</td>
<td>1000</td>
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<tr>
<td>Dr. Lisa Bishop</td>
<td>Faculty</td>
<td>School of Pharmacy</td>
<td>Empowering a community to tackle youth mental health and addictions challenges.</td>
<td>2014/05/14</td>
<td>1000</td>
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<tr>
<td>Ms. Lisa Russell</td>
<td>Staff</td>
<td>Student Affairs/CDEL</td>
<td>Service Learning with the United Way</td>
<td>2014/01/01</td>
<td>1000</td>
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<tr>
<td>Ms. Mekaela Gulliver</td>
<td>Staff</td>
<td>Faculty of Business Administration</td>
<td>Engaging Ideas: Transporting Research to Practice</td>
<td>2014/02/13</td>
<td>775</td>
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<tr>
<td>Mr. Morgan Mills</td>
<td>Staff</td>
<td>Labrador Institute</td>
<td>MUN and North West River, Sitting in a Tree</td>
<td>2014/02/13</td>
<td>700</td>
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<td>Ms. Sarah Minnes</td>
<td>Staff</td>
<td>Environmental Policy Institute/Grenfell</td>
<td>Ode To Water</td>
<td>2014/03/22</td>
<td>1000</td>
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<tr>
<td>Dr. Delores Mullings</td>
<td>Faculty</td>
<td>School of Social Work</td>
<td>Settlement of Newcomers in Labrador West: What are the Gaps in Services?</td>
<td>2014/02/18</td>
<td>1000</td>
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</table>

Total awarded in January 2014: $11275
## Quick Start Fund For Public Engagement
### Funding Granted, February 2014

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Affiliation</th>
<th>Faculty/Unit</th>
<th>Project Title</th>
<th>Start date</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Alan Klaus</td>
<td>Faculty</td>
<td>Music</td>
<td>Apollo 5 Brass Quintet tour to Labrador West</td>
<td>2014/04/28</td>
<td>1000</td>
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<td>Dr. April Manuel</td>
<td>Faculty</td>
<td>Nursing</td>
<td>Developing and Improving the Process to Evaluate the Impact of a Vascular Reduction Program for Women Living in Rural Newfoundland</td>
<td>2014/03/15</td>
<td>1000</td>
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<tr>
<td>Dr. Beverly Diamond</td>
<td>Faculty</td>
<td>MMap</td>
<td>St. John’s Many Voices: An Exhibition Showcasing Cultural Diversity</td>
<td>2014/06/06</td>
<td>1000</td>
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<tr>
<td>Ms. Suzanne Power</td>
<td>Staff</td>
<td>Arts/ELRC</td>
<td>Spread the words: Incorporating the Dialect Atlas of Newfoundland and Labrador into the Grade 8 Social Studies curriculum</td>
<td>2014/03/14</td>
<td>1000</td>
</tr>
<tr>
<td>Ms. Kate Duff</td>
<td>Staff</td>
<td>Faculty of Medicine</td>
<td>MUN MED Gateway Community Kitchen</td>
<td>2014/01/29</td>
<td>1000</td>
</tr>
<tr>
<td>Ms. Kristine Power</td>
<td>Staff</td>
<td>QELI Library</td>
<td>Learning Through Dance: The ABCs</td>
<td>2014/04/30</td>
<td>1000</td>
</tr>
<tr>
<td>Ms. Ruth Lawrence</td>
<td>Faculty</td>
<td>Arts/English</td>
<td>Directing students at the 8th Women’s Work Festival</td>
<td>2014/03/01</td>
<td>1000</td>
</tr>
<tr>
<td>Dr. TA Loeffler</td>
<td>Faculty</td>
<td>School of Human Kinetics and Recreation</td>
<td>Great Big Walk 2014</td>
<td>2014/01/27</td>
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</table>

**Total awarded in February 2014** $8000

## Quick Start Fund For Public Engagement
### Funding Granted, March 2014

<table>
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<tr>
<th>Applicant</th>
<th>Affiliation</th>
<th>Faculty/Unit</th>
<th>Project Title</th>
<th>Start date</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Cecilia Moloney</td>
<td>Faculty</td>
<td>Engineering/Metakettle</td>
<td>Engineering In Edgewise: A Public Salon for Engineering in the 21st Century</td>
<td>2014/04/14</td>
<td>1000</td>
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<tr>
<td>Dr. Elizabeth Yeoman</td>
<td>Faculty</td>
<td>Education</td>
<td>RIAC Production Workshops and Digital Documentaries for Community Radio</td>
<td>2014/04/01</td>
<td>1000</td>
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<tr>
<td>Ms. Michelle Osmond</td>
<td>Staff</td>
<td>Human Kinetics and Recreation</td>
<td>Watch your step: Staying active and on your feet as you age</td>
<td>2014/09/03</td>
<td>800</td>
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<tr>
<td>Dr. Bob Scott</td>
<td>Faculty</td>
<td>Bonne Bay Marine Station/Grenfell</td>
<td>The State of Publishing in the Digital Age</td>
<td>2014/03/29</td>
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**Total awarded in March 2014** $3320
## Quick Start Fund For Public Engagement

**Funding Granted, April 2014**

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<th>Faculty/Unit</th>
<th>Project Title</th>
<th>Start date</th>
<th>Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Bing Chen</td>
<td>Faculty</td>
<td>Engineering</td>
<td>The International Conference on Marine and Freshwater Environments (IMFE) 2014 - Our Water, Our Future</td>
<td>2014/08/06</td>
<td>1000</td>
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<tr>
<td>Ms. Colleen Quigley</td>
<td>Staff</td>
<td>MUN Libraries</td>
<td>Film Internship @ Memorial Libraries</td>
<td>2014/05/12</td>
<td>1000</td>
</tr>
<tr>
<td>Ms. Kathryn Hong</td>
<td>Staff</td>
<td>Engineering</td>
<td>Speaking Event - with Daniele Benedettelli (Lego Mindstorm expert)</td>
<td>2014/04/30</td>
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<tr>
<td>Dr. Kelly Vodden</td>
<td>Faculty</td>
<td>Environmental Policy Institute/Grenfell</td>
<td>Fogo Island/Change Islands engagement and knowledge mobilization workshop</td>
<td>2014/05/12</td>
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</tr>
<tr>
<td>Ms. Liz Klose</td>
<td>Staff</td>
<td>MUN Botanical Garden</td>
<td>Food n Garden Fair</td>
<td>2014/04/01</td>
<td>1000</td>
</tr>
<tr>
<td>Dr. Lynne Phillips</td>
<td>Faculty</td>
<td>FARM/Faculty of Arts</td>
<td>Food System Collaborations: Farmers, Markets and Good Eating in NL</td>
<td>2014/09/16</td>
<td>1000</td>
</tr>
<tr>
<td>Ms. Rochelle Baker</td>
<td>Staff</td>
<td>NL Centre for Applied Health Research/Medicine</td>
<td>Gay Men’s Health: A Public Forum hosted by the Gender, Sexuality &amp; Health Research Exchange Group of NLCAHR</td>
<td>2014/05/05</td>
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Total awarded in April 2014 $7000

Total Amount Awarded to April 2014 (final) $29,595

Details: [www.mun.ca/publicengagement/funding/quickstartfund.php](http://www.mun.ca/publicengagement/funding/quickstartfund.php)
APPENDIX D

Public Engagement Expert Working Group members

Member list (as of April, 2015). Thank you to all past members of the Expert Working Group.

Alexandra Gilbert  
Graduate Student Union

Gerald Anderson  
Marine Institute

Trevor Bell  
Department of Geography

Mary Pia Benuen  
Sheshatshiu Innu First Nation

Penny Blackwood  
Alumni Affairs and Development

Stephen Bornstein  
NL Centre for Applied Health Research

Jonathan Briggs  
ShoreFast Foundation

Lisa Browne  
Stella’s Circle

Jennifer Browne  
Career Development and Experiential Learning

Antony Card  
Grenfell Campus

Ken Carter  
Grenfell Campus

Tom Cochrane  
Recruitment Office, Grenfell Campus

Bojan Furst  
Harris Centre

Carol-Ann Gilliard  
Hospitality NL

Maria Giovannini  
Oceans Learning Partnership

Rob Greenwood  
Office of Public Engagement and Harris Centre

Donna Hardy-Cox  
Social Work

Brian Hurley  
Gardiner Centre

Charlotte Jones  
Grenfell Campus

Kim Keating  
GJ Cahill & Company Ltd

Karen Kennedy  
Office of the VP Academic/Provost

Colleen Kennedy  
Gros Morne Co-operating Association

Ted Lomond  
NL Regional Economic Development Association

Martha MacDonald  
Labrador Institute

Theresa Mackenzie  
Office of Public Engagement

Scott MacKinnon  
Division of Cooperative Education

Zack Marshall  
Community Campus Partnerships for Health

David Miller  
Office of Research

Cecilia Moloney  
NSERC/Petro-Canada Chair for Women in Science and Engineering (Faculty of Engineering and Applied Science)

Ryan Murphy  
MUNSU

Kerry Murray  
NL Federation of Labor

Morgan Murray  
Office of Public Engagement (Words in Edgewise)

Ken O’Brien  
City of St. John’s

Leslie O’Reilly  
Oceans Advance Inc.

Lisa Pike  
NL Business Coalition

Craig Pollett  
Municipalities NL

Marlies Rise  
Office of Collaborations and Partnerships

Janna Rosales  
Faculty of Engineering and Applied Sciences

Andrea Rose  
Faculty of Education

Penny Rowe  
Community Sector Council of NL

Judy Rowell  
Lonngat Mountains National Park

Tom Sheldon  
Nunatsiavut Department of Lands and Natural Resources

Martha MacDonald  
Labrador Institute

Theresa Mackenzie  
Office of Public Engagement

Scott MacKinnon  
Division of Cooperative Education

Zack Marshall  
Community Campus Partnerships for Health

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NL Federation of Labor

Morgan Murray  
Office of Public Engagement (Words in Edgewise)

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APPENDIX E

OPE Monitoring and Evaluation Overview