

Memorial University's Public Engagement Framework, 2012 – 2020

Endorsed by Memorial's Senate on September 25, 2012

"A Public University Serving the Public Good."

Our 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.

Our Values

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

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

Our Goals and Objectives

Goal 1: *Make a Difference!*

Make a positive difference in our communities, province, country and world.

Goal 2: *Mobilize Memorial!*

Mobilize Memorial for public engagement.

Goal 3: *Enable Engagement!*

Cultivate the conditions for the public to engage with us.

Goal 4: *Bridges to Engage!*

Build, strengthen and sustain the bridges for public engagement.

Goals and Objectives for Memorial University's Public Engagement

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.