

2018-19 Research Support Fund Communications Strategy

Office of the Vice-President (Research), Memorial University

May 2018

Background/Context

Memorial University is uniquely positioned in the harsh maritime environment of Newfoundland and Labrador. Memorial's faculty members have become global experts in the fields of ocean science, policy and offshore industry and technology. Their work is supported by world-class research and facilities, and strong public partnerships with the people, industries and organizations that live and work there. Over 40% of Memorial's research is ocean-related (68% in the Faculty of Science alone). If there's ocean research happening in the North Atlantic, Memorial is likely involved.

Memorial is a multi-campus, multidisciplinary university dedicated to creativity, innovation and excellence in teaching and learning, research, scholarship and public engagement. With campuses in St. John's and Corner Brook, N.L., and Harlow, Essex, U.K., Memorial welcomes students and scholars from all over the world, including more than 18,000 students from nearly 100 countries. Memorial's inclusive community is committed to fostering and promoting ingenuity while contributing knowledge and expertise locally, nationally and internationally.

Founded as a living memorial to residents who died during the First World War, Memorial has a special obligation to the people of Newfoundland and Labrador and is responsive to their professional and personal aspirations. To take a closer look at Memorial, visit www.mun.ca.

By supporting, pursuing and celebrating research excellence at Memorial, the university is contributing to the economies of Newfoundland and Labrador and Canada, while enhancing the research reputation of Memorial on a global platform and translating knowledge into products, practices and policies. Support offered through the Research Support Fund, through the Government of Canada, provides Memorial with the resources, equipment and administrative support to fulfill its purpose to the people of this province and beyond.

The Research Support Fund assists Canadian post-secondary institutions with the costs associated with managing their research enterprise, helping them to maintain a world-class research environment. Grants can be used to maintain modern labs and equipment; provide access to up-to-date knowledge resources; provide research management and administrative support; meet regulatory and ethical standards; or transfer knowledge from academia to the private, public and not-for-profit sectors.

Memorial aims to "... be one of the most distinguished public universities in Canada and beyond..." as recognized in the university's Research Strategy Framework, which can be accessed here: <http://www.mun.ca/research/explore/framework/>. As such, the Office of the Vice-President (Research) initiated and finalized its Strategic Research Intensity Plan 2014-2020 in 2014. The plan reflects a synergistic and integrated approach for strengthening all aspects of research at Memorial, including scholarship and creative activities, as well as the translation of

knowledge into products, practices and policies, and other forms of community engagement. The plan can be accessed here: <http://www.mun.ca/research/explore/srip/SRIP-2014-2020.pdf>.

The Research Support Fund provides considerable support to Memorial, allowing the university to achieve its research goals by minimizing the costs incurred in five eligible expenditure areas:

- research facilities;
- research resources;
- management and administration of an institution’s research enterprise;
- regulatory requirements and accreditation; and
- intellectual property and knowledge mobilization.

Approach to supporting, pursuing and celebrating research excellence

Memorial’s Research Support Fund Communications Strategy outlines the university’s approach to bring awareness to the value and impact of the program within the research community and within the Canadian research environment. Our focus will be identifying, supporting and celebrating excellence in research at Memorial, in particular research that is supported through Research Support Fund.

Communications Goals

1. Bring awareness of the value and impact of the Research Support Fund program within the Memorial research community and the Canadian research environment.

Strategic Considerations

- Consider appropriate vehicles for communicating research supported by the Research Support Fund program and its impacts.
- The Research Support Fund replaces the Indirect Costs Program, which was established in 2003 to reinforce the research investment made by the federal government in the areas of health sciences, engineering, natural sciences, social sciences and the humanities through its three research granting agencies, CIHR, NSERC and SSHRC.

Key Messages

- Memorial acknowledges and is grateful for the support of the Government of Canada, through the Research Support Fund;
- The continued support of the federal government allows Memorial to further enhance its research reputation globally;
- Memorial is committed to supporting and celebrating a research environment that is rooted in creativity, innovation and excellence;
- Exceptional research at Memorial contributes to economic well-being of the people of Newfoundland and Labrador, Canada and beyond.

Key Stakeholders

Internal Stakeholders

The university community: This consists of faculty, staff, undergraduate and graduate students, post-doctoral fellows, alumni, senior leadership, and members of the university's Board of Regents.

External Stakeholders

1. Government of Newfoundland and Labrador
2. Government of Canada
3. Researchers
4. Affiliates
5. Industry partners
6. Academic partners
7. Canadian taxpayers
8. Donors
9. Potential faculty, staff and students

Evaluating Success

1. Number of communications and marketing materials developed to support the awareness of the program and acknowledge support of the program.
2. Leveraged channels to communicate Research Support Fund program and associated successes to each stakeholder group.

Tactics

Stakeholder	Goal/Objective	Tactics
Internal and external stakeholders	Bring awareness to the value and impact of the Research Fund Program within the Memorial research community and the Canadian research environment.	<ul style="list-style-type: none"> Enhance Memorial’s current Research Support Fund webpage (URL: http://www.mun.ca/research/about/indirect-costs/index.php) by: a.) posting updated information related to the university’s “Performance indicators and target outcomes for 2018-2019”; b.) updating the university’s “Overview of allocation of grant funds at Memorial for 2018-2019”; and c.) updating communications strategy by deadline of May 31, 2018.
Internal and external stakeholders	Promote the value and impact of the Research Support Fund program at Memorial.	<ul style="list-style-type: none"> The Senior Communications Advisor (Office of the Vice-President, Research) will publish news stories to Memorial’s <i>Gazette</i> news website and/or departmental/unit webpages in academic year 2018-2019, highlighting and acknowledging projects/initiatives that have received support via the Research Support Fund. In those communications, the following will be included: “...this research/project has been supported, in part, by the Research Support Fund.” When appropriate, these items will also be shared via Memorial’s social media channels; via the university’s bi-weekly <i>Gazette Digest</i> e-newsletter; and included in presentations.

Strategy updated by:

Senior Communications Advisor, Office of the Vice-President (Research), May 2018