2020-21 Research Support Fund Communications Strategy
Office of the Vice-President (Research), Memorial University
June 2020

Background/Context
Perched on Canada’s North Atlantic coast, Memorial University of Newfoundland is a destination for discovery. A beacon for the 21st-century explorer, Newfoundland and Labrador’s university is a unique learning community founded as a living memorial to those who lost their lives in the First World War — “that in freedom of learning their cause and sacrifice might not be forgotten.” Today more than 18,000 students from nearly 110 countries come together to discover. From the classics to advanced technology, the university offers certificate, diploma, undergraduate, graduate and postgraduate programs across five campuses, numerous locations and online. A global network of almost 95,000 accomplished alumni throughout the world strengthens Memorial University’s capacity and reputation for leadership in world-class research, teaching and public engagement. To take a closer look at Memorial, visit www.mun.ca.

Memorial is uniquely positioned in the harsh maritime environment of Newfoundland and Labrador. Our researchers are global experts in the fields of ocean engineering and science, offshore industry and policy, and technology. Their work is supported by world-leading research and facilities and strong public partnerships with the people, industries and organizations that live and work here. More than 40 per cent of Memorial’s research is ocean-related (68 per cent in the Faculty of Science alone). If there’s ocean research happening in the North Atlantic, Memorial is likely involved.

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.

Memorial’s Research Strategy Framework, which was adopted in 2011, sets the vision, mission and guiding principles for research focusing on pursuing, supporting and celebrating excellence in all forms of research.

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 is on identifying, supporting and celebrating excellence in research at Memorial.

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 channels and platforms for communicating research success.
- 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
Included are the Government of Newfoundland and Labrador; Government of Canada; researchers; affiliates; industry partners; academic partners; Canadian taxpayers; donors; 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

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<th>Stakeholder</th>
<th>Goal/Objective</th>
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<td>Internal and external stakeholders</td>
<td>Bring awareness to the value and impact of the Research Fund Program within the Memorial research community and the Canadian research environment.</td>
<td>• Enhance Memorial’s current Research Support Fund webpage (URL: <a href="http://www.mun.ca/research/about/indirect-costs/index.php">http://www.mun.ca/research/about/indirect-costs/index.php</a>) by: a.) posting updated information related to the university’s “Performance indicators and target outcomes for 2019-2020”; b.) updating the university’s “Overview of allocation of grant funds at Memorial for 2019-2020”; and c.) updating communications strategy by mid-June 2020.</td>
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<td>Internal and external stakeholders</td>
<td>Promote the value and impact of the Research Support Fund program at Memorial.</td>
<td>• The Senior Communications Advisor (Office of the Vice-President, Research) will publish news stories to Memorial’s Gazette news website and/or departmental/unit webpages in academic year 2020-2021, to raise awareness of the federal support Memorial receives for its research activities. When appropriate, these items will also be shared via Memorial’s social media channels.</td>
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