

Communications Strategy Research Support Fund (RSF)

May 2023

Background/Context

Memorial University is a multi-campus, multi-disciplinary university dedicated to creativity, innovation and excellence in teaching and learning, research, scholarship and public engagement. With campuses in St. John's, Corner Brook and Happy Valley-Goose Bay, N.L., and Harlow, Essex, U.K., Memorial University welcomes students and scholars from all over the world, including more than 19,000 students from nearly 115 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 our residents who died during the First World War, Memorial University 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. 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 provides assistance in the following five expenditure categories:

- [research facilities](#);
- [research resources](#);
- [management and administration of an institution's research enterprise](#);
- [regulatory requirements and accreditation](#); and
- [intellectual property and knowledge mobilization](#).

More details are available [online](#).

As noted within the Research Support Fund [Financial Administration Guide](#) "RSF grants are awarded to eligible institutions to help pay for a portion of the indirect costs to support federally funded research. These are costs that institutions incur that are not attributable to specific research projects, such as central and departmental administrative costs. For more information on direct research costs, consult the [Tri-Agency Guide on Financial Administration](#)."

Communications Goal

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

Key Messages

- Memorial acknowledges, and is grateful for, the support from the Government of Canada through the Research Support Fund;
- The continued support of the federal government allows Memorial to enhance its research reputation nationally and internationally.

Key Stakeholders

Internal Stakeholders

The university community including 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 bring awareness to the program.

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, post updated information related to the program.
Internal and external stakeholders	Promote the value and impact of the Research Support Fund program at Memorial.	<ul style="list-style-type: none">• Recognize the Research Support Fund program.

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