

Regional Workshop in Labrador West

Labrador City, NL

May 10, 2007



General outline of the day

- **The role of Memorial University in regional development**
- **A description of the follow-up process for new opportunities**
- **Morning break-out sessions**
- **Lunch**
- **Outline of the Zone 2 priorities**
- **Afternoon break-out sessions**
- **Next steps and adjournment**

Objectives for today – A.M. Sessions

- Understand the University's capacity and mandate in regional development
- Describe what activities Memorial is currently doing in the region
- Discuss ways in which current research, teaching and outreach can be used

Objectives for today – P.M. Sessions

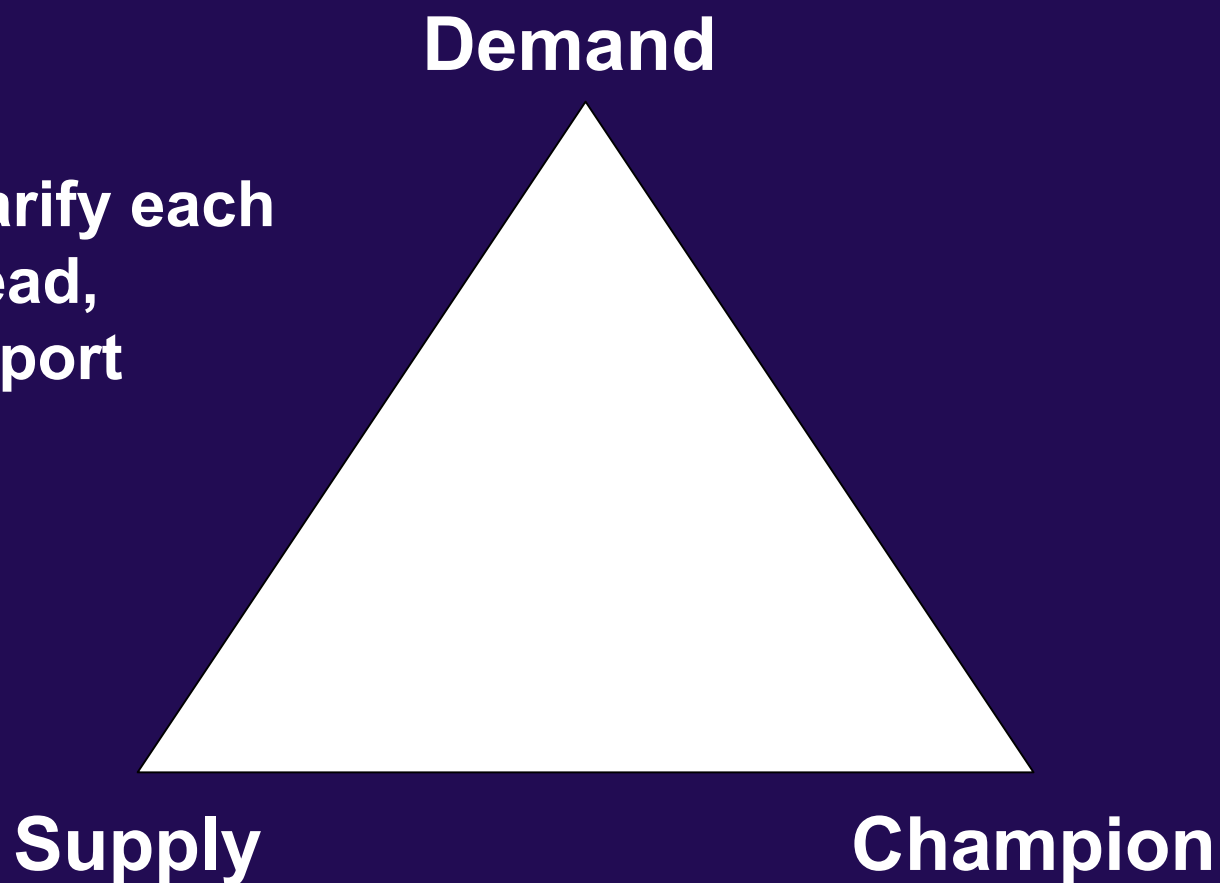
- Clearly understand the priorities of Zone 2
- Explore new opportunities in Zone 2 for cooperation between Memorial and local stakeholders
- Reiterate the follow-up process regarding the new opportunities

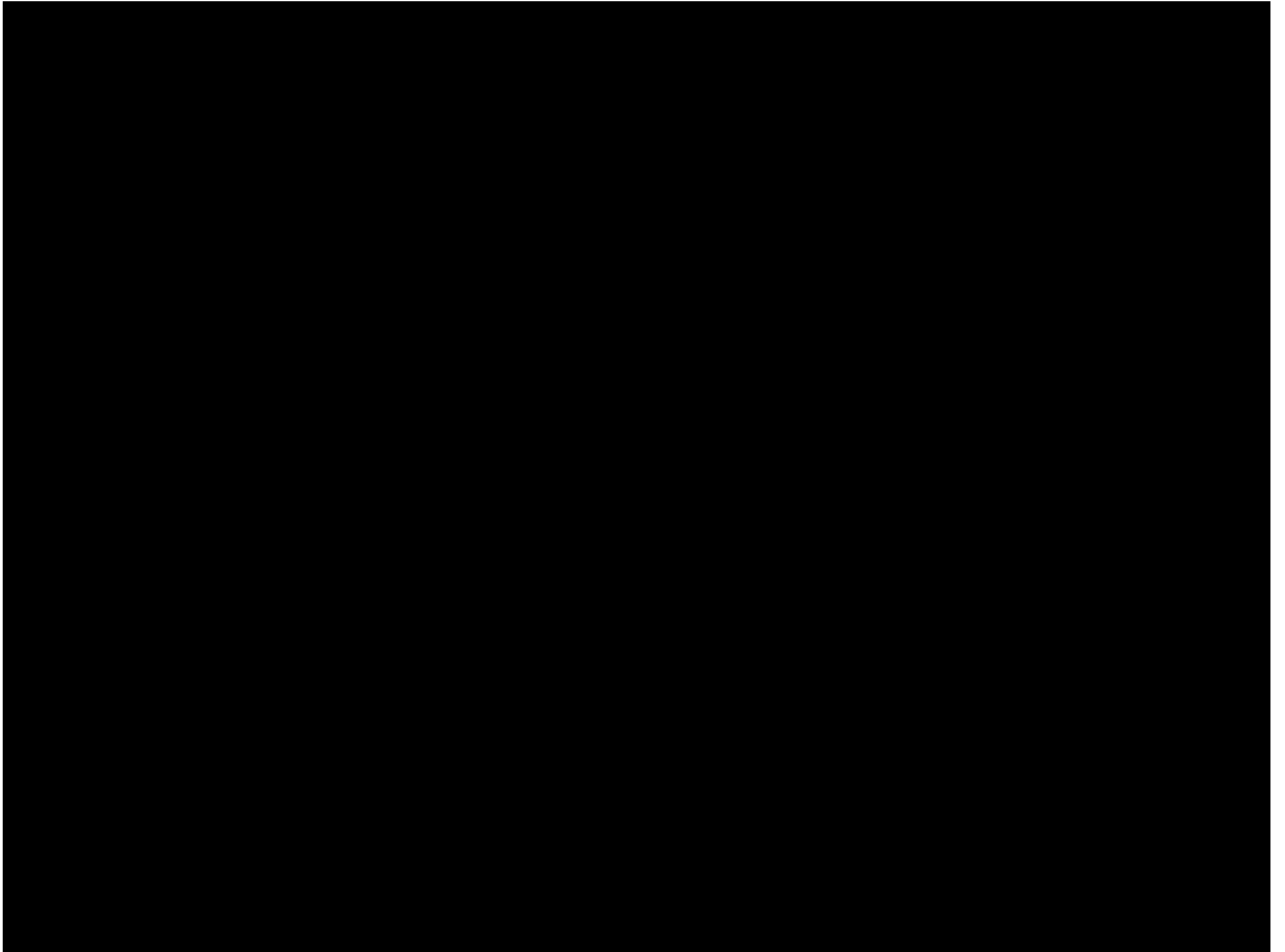
About the new opportunities

- **Memorial's faculty, staff and students can help us all see the region "with new eyes", and discover new opportunities**
- **Memorial can bring new resources**
- **But Memorial University is not a consulting firm ...**
- **... nor is it a regulatory or funding agency**

About the new opportunities

We need to clarify each other's role: lead, partner or support





Memorial University working with rural Newfoundland and Labrador

**Dr. Michael Collins
Associate Vice-President
(Academic)**

A presentation to Zone 2

**Labrador City, NL
May 10, 2007**

Outline of the presentation

- **Memorial University's capacity**
- **Challenges facing northern NL**
- **Challenges facing Zone 2**
- **Role of universities in regional development**
- **Memorial's commitment to rural NL**

Memorial University's capacity

- **Three main campuses:**
 - St. John's main campus and Marine Institute
 - Sir Wilfred Grenfell College
 - Harlow Campus (UK)
- **Several centres:**
 - Labrador Institute & office in Labrador West
 - Bonne Bay Marine Research Centre
 - Ocean Sciences Centre (Logy Bay)
 - Frecker Institute (St-Pierre et Miquelon)

Memorial University's capacity

- Arts
- Business
- Education
- Engineering
- Fine Arts
- Human Kinetics
- Maritime Studies
- Medicine
- Music
- Nursing
- Pharmacy
- Science
- Social Work
- Technology



Outstanding Facilities

Memorial



(L-R) Bridge Simulator, Field House, Visualization Centre, Library, Inco Innovation Centre, Petro Canada Hall, Bonne Bay

Memorial University's capacity

Maclean's: 5th among 11 comprehensive universities in Canada

World: In the top 500 of 16,000

CACEE: Institution of the Year

NLEC: Employer of the Year



Memorial University's capacity

Atlantic Canada's largest university

	<u>Students</u>
Memorial	17,500
Dalhousie	15,850
University of NB	13,100
University of PEI	4,100

Memorial University's capacity

	<u>Students</u>
St. John's	93%
Corner Brook	7%
NL students	81%
Other Canadian students	13%
International students	6%

Memorial University's capacity

There is a lot of “horse-power” at Memorial for teaching, research and outreach:

Undergraduate students	15,033
Graduate students	2,476
Full-time faculty	855

MUN Enrolment from Zone 2

Fall Semester 2006

Main campus	139
SWGCC	3
Total	142

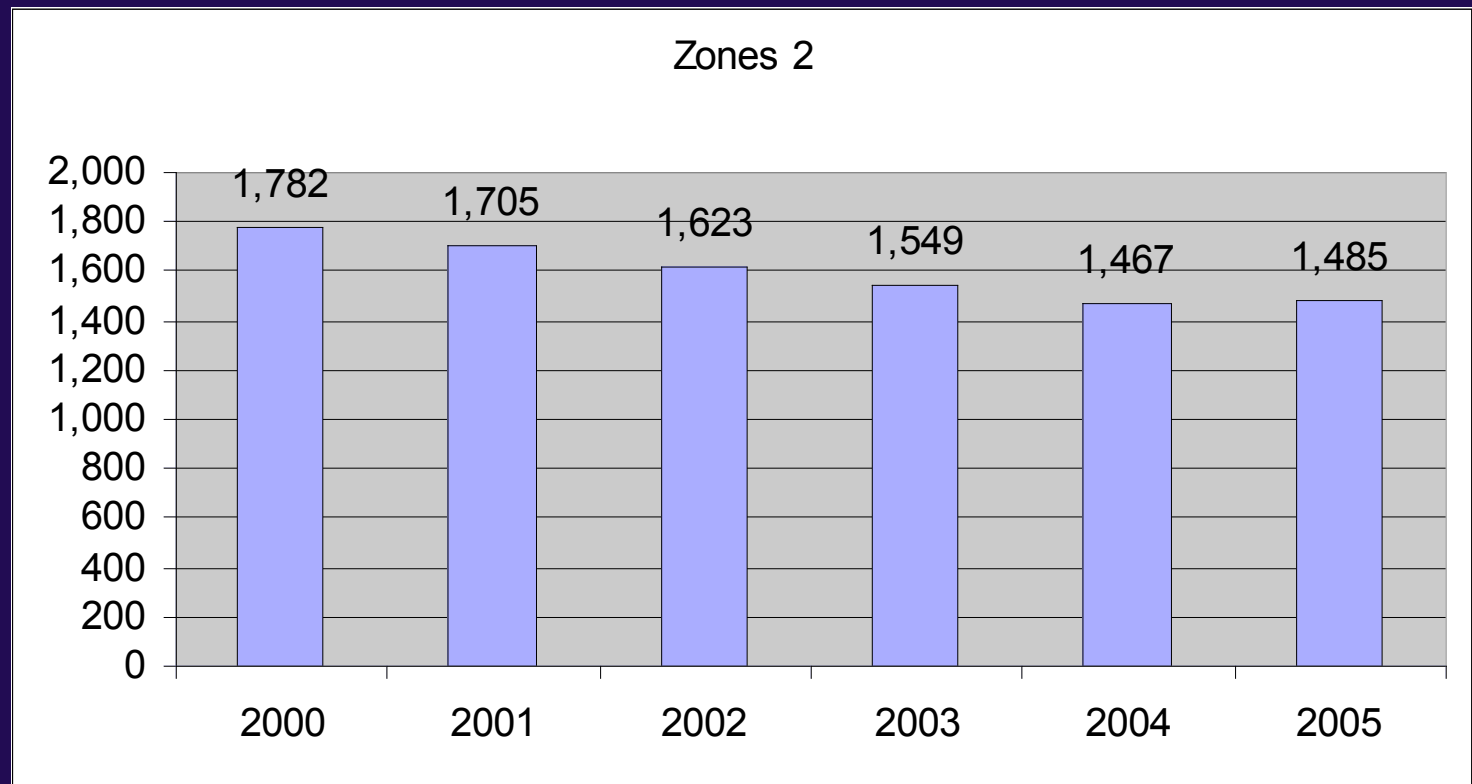


Challenges facing Labrador West

- **Difficulty attracting and retaining skilled workers**
- **Distance from tourism markets**
- **Out-migration**
- **Ageing population**
- **Need for economic diversification**

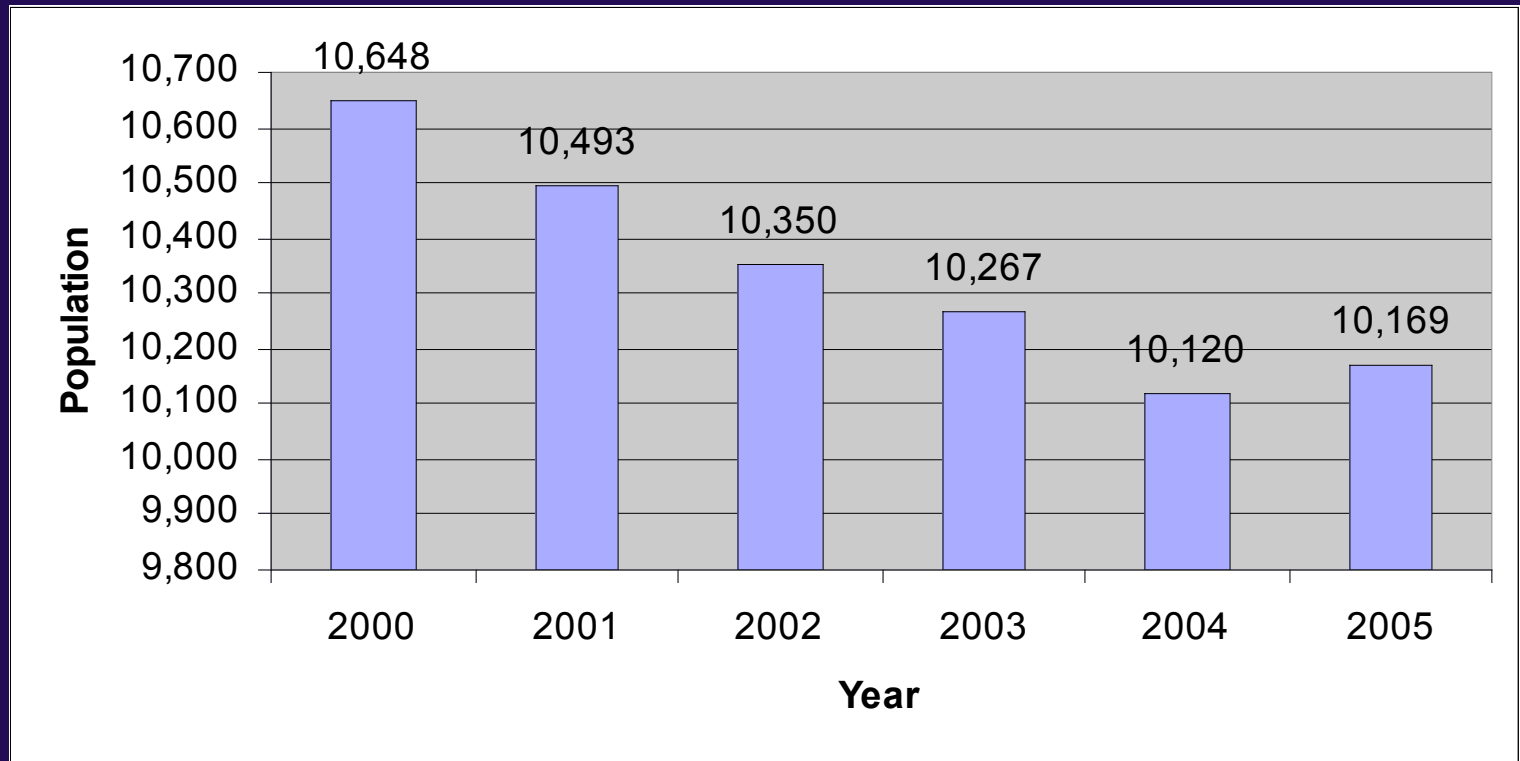
Challenges facing Zone 2

K-12 Enrolment, Zone 2 2000-01 to 2005-06



Challenges facing Zone 2

Zone 2 Population 2000 to 2005



Challenges facing Zone 2

Percent Change in Populations

	Total Population	K-12 Population	Grade 12 Population
2000-01	10,648	1,782	152
2005-06	10,169	1,485	104
Pct. Change	-4%	-17%	-32%

Challenges facing Zone 2

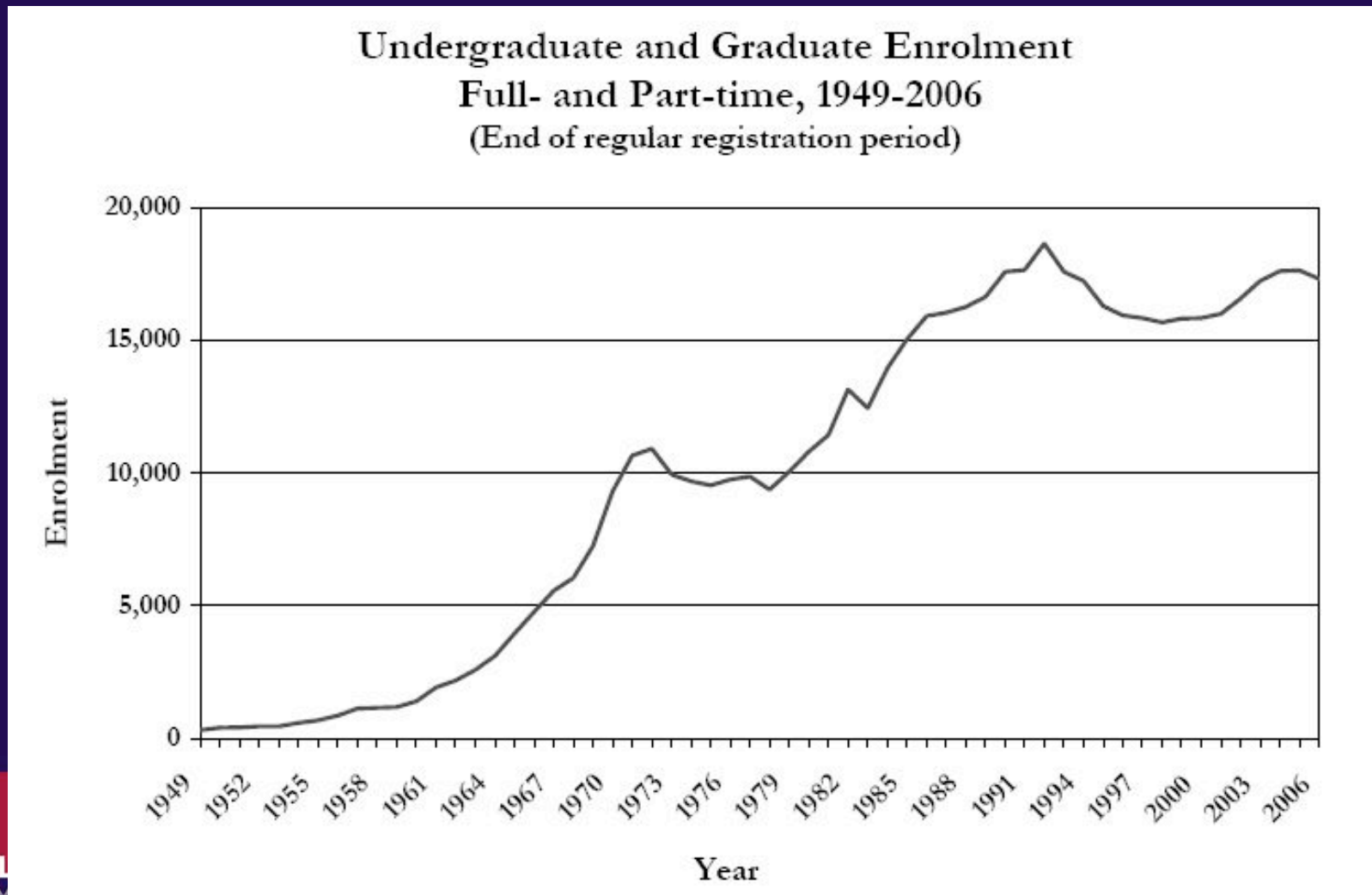
Population Projections

Year	Zone 2	Total Province
2004	10,120	517,027
2008	10,255	513,254
2012	10,265	507,609
2016	10,198	500,507

The role of universities in regional development

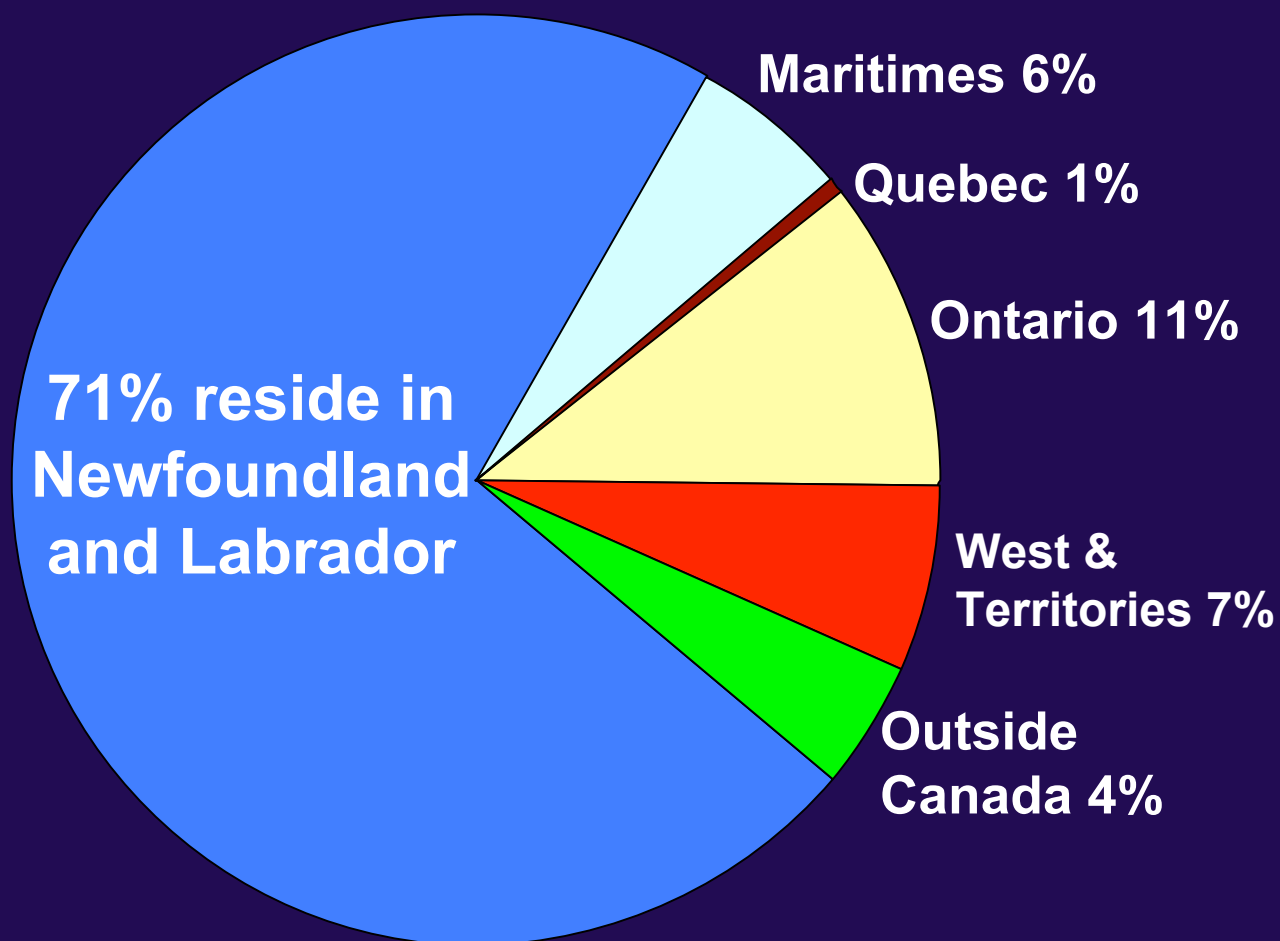
- Universities produce highly-skilled workers.
- Universities conduct applied research which can be used to create innovations.
- Universities are a portal into the global community.
- Universities are a resource which is available to the entire community.

Memorial's commitment to NL



Memorial's commitment to NL

Of the 60,000+ graduates of Memorial University:



Memorial's commitment to rural NL

Outreach



Teaching



Research



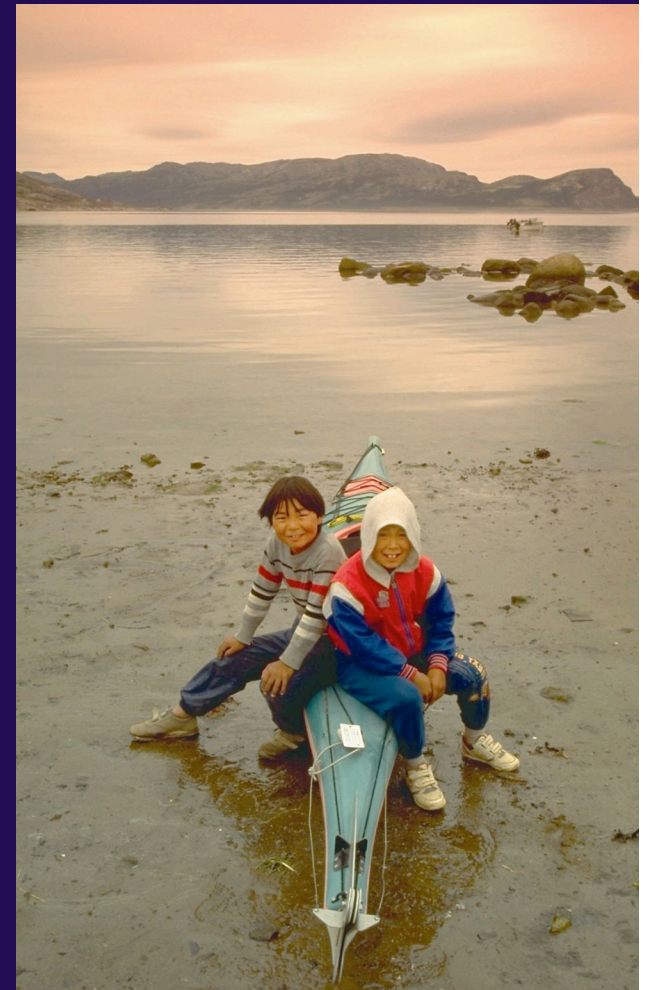
Memorial's commitment to rural NL

- **Labrador Institute**
- **Leslie Harris Centre of Regional Policy and Development**
- **Partnership with the CNA**
- **Tourism Studies at SWGC**
- **Cultural outreach**

The Labrador Institute

- Is the main contact point for the University in Labrador
- Maintains communications with aboriginal and community groups
- Sponsors many cultural activities including the Labrador Creative Arts Festival
- Facilitates and coordinates the activity of personnel at the University as they undertake cultural, research and educational activities

Memorial



Leslie Harris Centre of Regional Policy and Development

Memorial



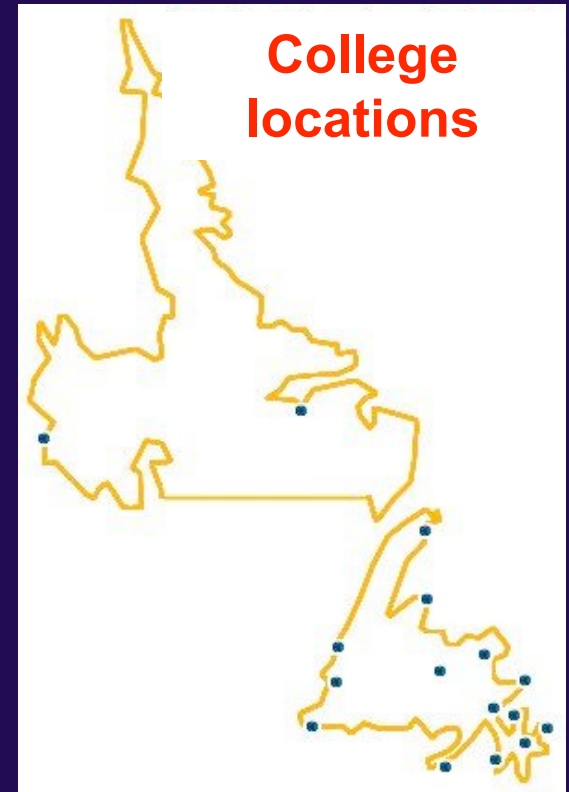
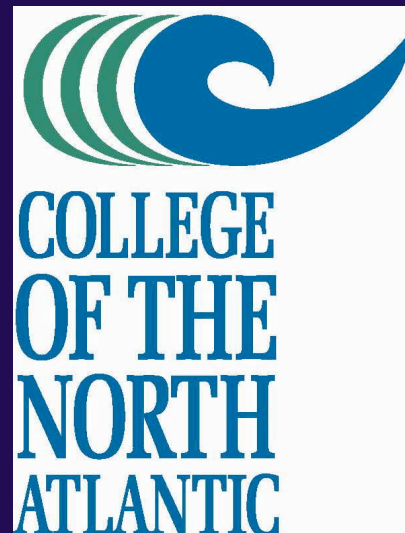
**Dr. Leslie Harris
President Emeritus**

Co-ordinates and facilitates the University's teaching, research and outreach activities in the areas of regional policy and development

Partnership with CNA

- University-level courses
- College-University Transfer Programs
- Bridging programs

Memorial



Tourism Studies

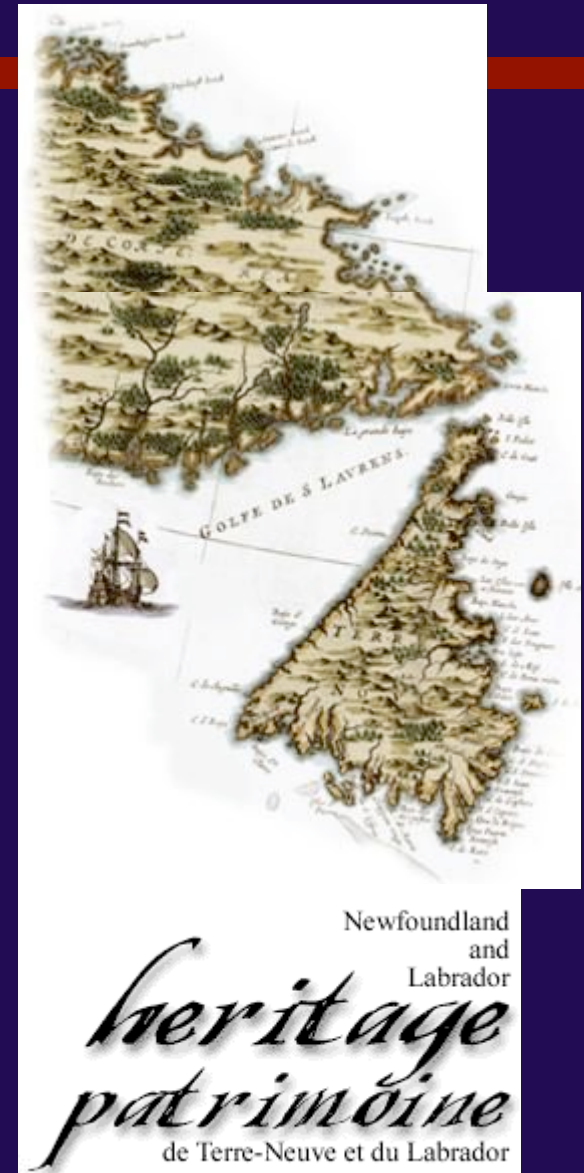
Memorial



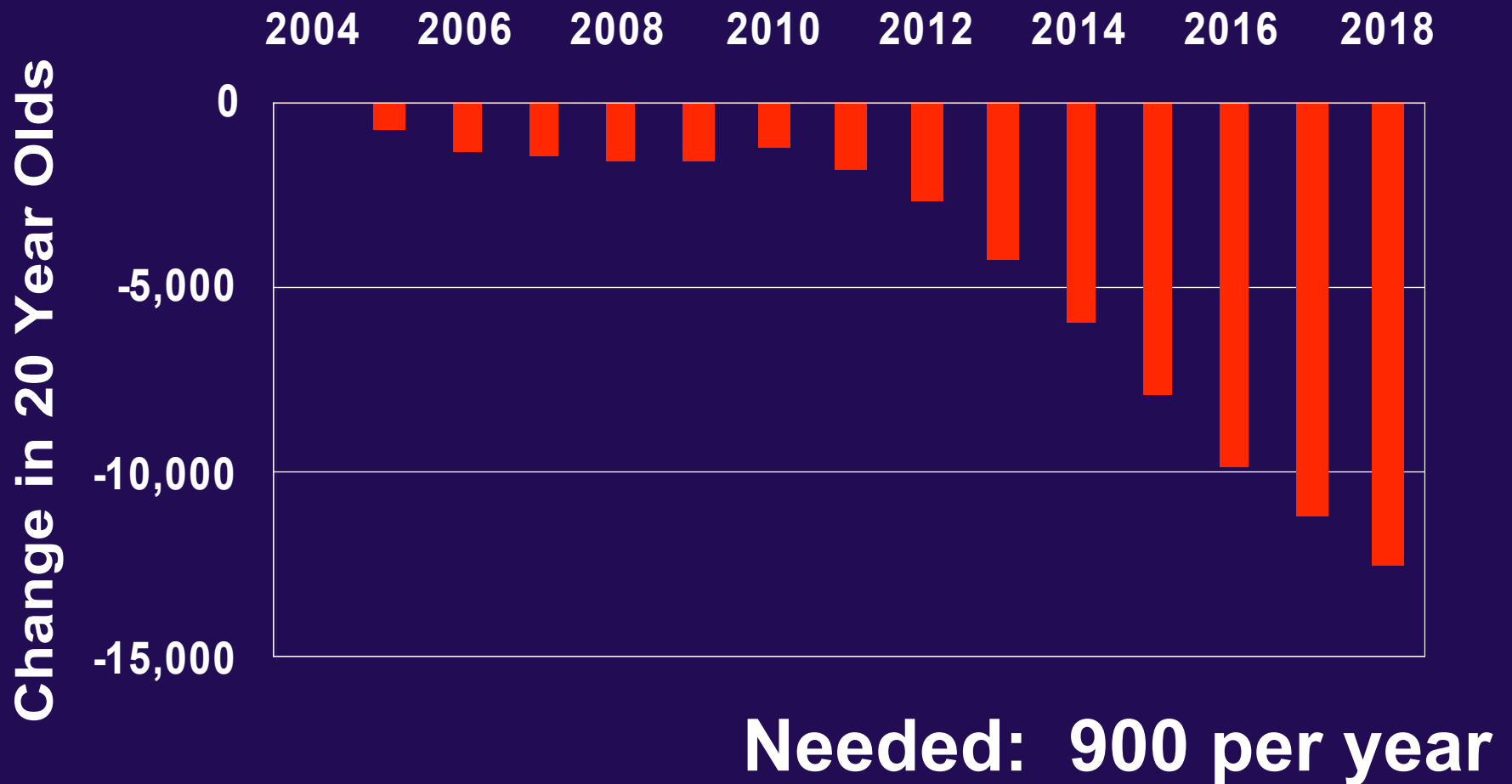
Sir Wilfred Grenfell College

Cultural Heritage Outreach

- Heritage Web site
www.heritage.nf.ca
- *Newfoundland Quarterly*
- *Newfoundland and Labrador Studies*



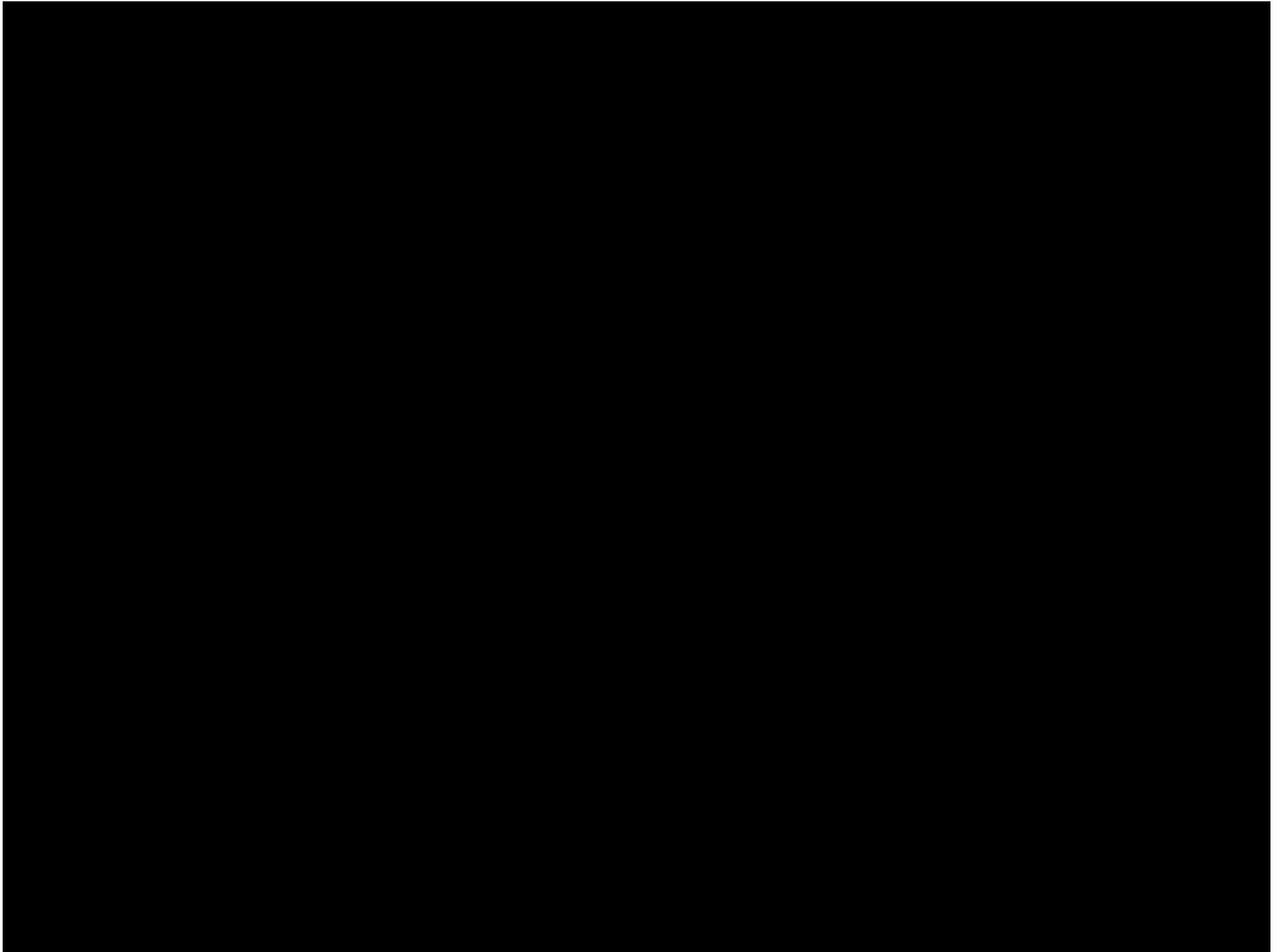
Demographics – Memorial Can Help



Memorial University is

- Creating opportunities through education and research
- Supporting development
- Committed to Labrador!





Memorial University's Activities in Labrador West

Scope of Activities

- **Approximately 40 projects identified in Labrador West**
 - 18 fall under the 'Environment and Natural Resources' category
 - 10 fall under the 'Social and Cultural Development' category
 - 12 fall under the 'Labour Markets' category
- **452 Memorial alumni in the region**

Environment and Natural Resources – Derek Wilton



Dr. Derek Wilton, left, and the film crew from *The Nature of Things*.

- Studies mineral deposits, particularly in Labrador
- Associated with the Labrador Institute as research Coordinator
- Co-Investigator with the INCO Innovation Centre (IIC)
- Involved with the Coasts Under Stress project studying mining history and development of small scale projects based on gemstones
- Fall of 2006 - visited all communities with High Schools in Labrador; providing an overview on geology to the students; held community meetings on research

Labour Markets - Teaching in Labrador West



Dr. Geoffrey Rayner-Canham has been awarded a 3M National Teaching Fellowship.

- **Geoffrey Rayner-Canham**
- ***Chemistry is Everywhere! Show***
- **He has reached thousands of students and teachers, including those in isolated communities in Labrador that can be reached only by plane or coastal boat**

- **Centre for Management Development (CMD)**
- **Masters Certificate in Project Management**
- **To date over 70 IOCC employees in Labrador City have completed the program**



Social and Cultural Development – IOC and Memorial Partnership at work



Labrador West
Community Choir

- IOC and MUN partner to create a new dynamic program that will bring professional student musicians from the School of Music into every school throughout the region.
- The Labrador West Music Festival was revived after a 25 year hiatus
- Co-sponsored and co-founded by MUN and the IOC
- The Labrador West Music Festival nurtures a friendly, non-competitive atmosphere where amateur musicians of all ages can enjoy performing and hearing others perform.

Social and Cultural Development – Scott Neilsen

- **Uncovering the 3000+ year old history of mining in the Ashuanipi Lake region where Innu ancestors collected rock for stone tools**
- **Shedding light on culture/history of a little-studied region**
- **Over 20 sites have been identified for study**



PhD candidate **Scott Neilsen** leading investigation



Making it Happen:

...the PeopleNet



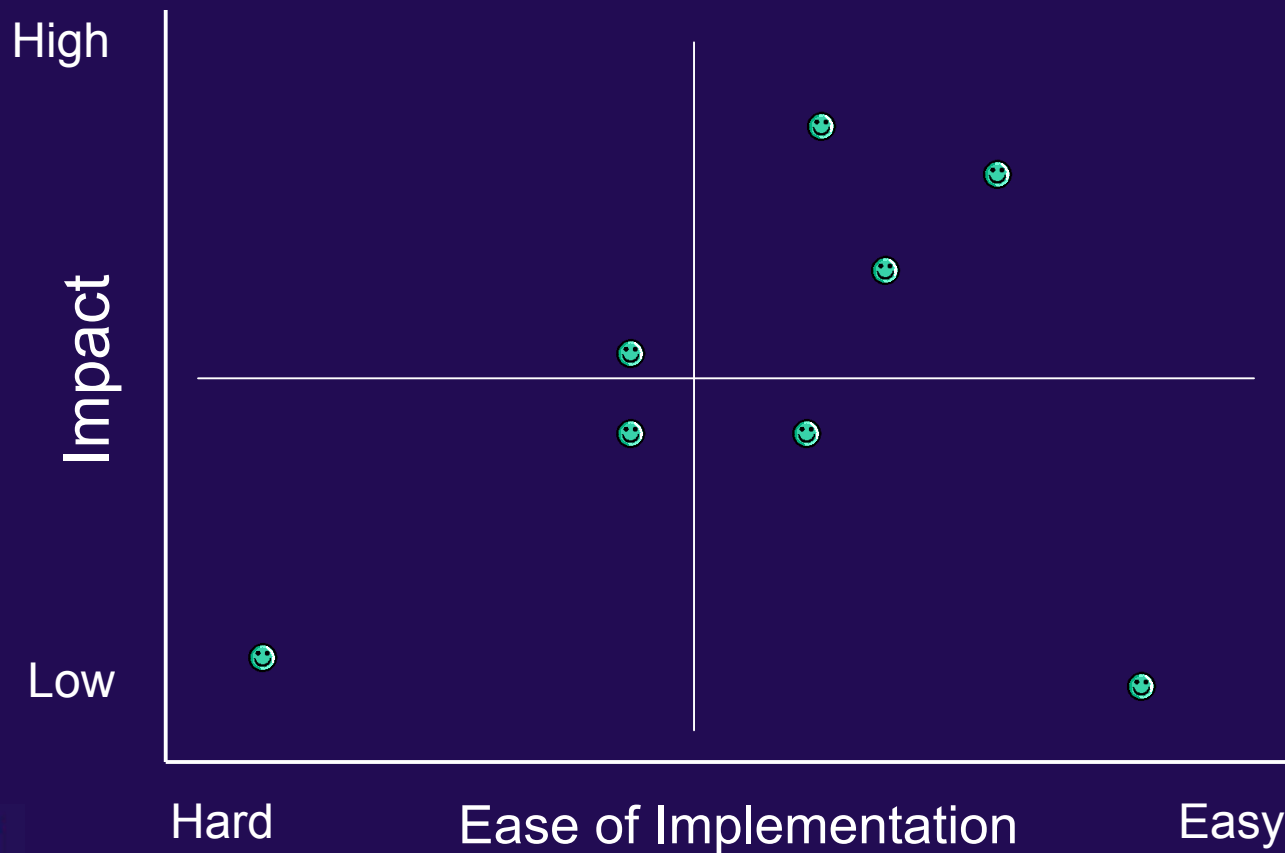
The One-page process...the how...

- Follow-up meeting with stakeholders to define the process, develop one-pagers;
- Community champions identified;
- One-pagers filled in, sent to KM Manager;
- Brokerage begins; projects *molded*;
- Key: evolving process, but things happen!
- Must be patient and communicate!

The How...

- Projects divided into:
 - Green Light
 - Yellow Light
 - Red Light
- Depending on champions projects can shift;
- 70+ projects so always changing stages, with potentially 130+ projects in one month.

Priority Matrix



The What...

- Knowledge transfer workshop, TNNP;
- Bacon wrapped scallops-fresh scallops;
- Tourism information sharing;
- Tourism placement/intern;
- Theatre training: Dept. of English;
- Under achievement in males: rural education;
- Eluminate Live!; “The Math Plague”;
- The Highlands River Science Workshop;

The What...

- **Farmers University;**
- **Succession Planning/mentoring;**
- **Boat Size and Safety;**
- **Cod fishery of the future;**
- **Feed kitchen for mink farms;**
- **Mineral exploration training.**

The Impact...

- **Assessment of impact is critical;**
- **Outputs and outcomes measured;**
- **Qualitative and quantitative;**
- **We are always reassessing processes;**
- **“Regional Workshop projects must have *impact* on the communities of this province.”**



Today's Agenda

Now – 10:30 Break and Refreshments

10:30 – 12:00 A discussion of Memorial's current activities in Labrador West (Breakout Sessions)

12:00 – 1:00 Lunch (Arts & Culture Centre)

1:00 – 1:20 Zone Board focus and priorities

Today's Agenda

1:20 – 3:00 Identification of opportunities for the region and Memorial to work together (Breakout Sessions)

3:00 – 3:15 Break and Refreshments

3:15 – 3:45 Sharing of opportunities identified during breakout sessions

3:45 – 4:15 Outline of next steps

Breakout Group 1: Social Development & Labour Market

Anything relating to:

- **Education and Training**
- **Culture and Heritage**
- **Health and Safety**
- **Community Development**
- **Technology**
- **Transportation**

Breakout Group 2: Mining & Metallurgy Clustering

Anything relating to:

- **Capitalizing on Supply Opportunities**
- **Establishing Industry “Critical Mass”**
- **Marketing & Production Synergies**
- **Innovation & Technology Transfer**
- **Business Attraction & Expansion**
- **New Business Development**

Breakout Group 3: Winter Tourism

Anything relating to:

- **Marketing, Promotion & Events**
- **Infrastructure Issues**
- **Packaging of Tourism Products**
- **New Product Development**
- **Quality Enhancement**
- **Service Improvement**

Morning Breakouts

- **Memorial participants will describe what work they are doing relevant to the region.**
- **Anyone can ask them questions about their work**
- **The group will discuss how this work might be used or expanded upon to benefit the region**

Afternoon Breakouts

- **Community leads give a brief overview of the accomplishments and challenges faced in the breakout topic areas**
- **Facilitators work with groups to identify new opportunities for collaboration**
- **Representatives are assigned to report progress at the report-back session**

Breakout Rooms

**Group 1: Social Development & Labour
Market Issues**

Room: Green Room A

Group 2: Mining & Metallurgy Clustering

Room: Behind Stage

Group 3: Winter Tourism

Room: Green Room B