Harris Centre Regional Workshop: Memorial University Partnering with the Avalon Gateway Regional Economic Development Board

St. Bride’s, Newfoundland and Labrador

November 8, 2006
Harris Centre Regional Workshop

Memorial University Activities in the Avalon Gateway Regional Economic Development Board (Zone 18)

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St. Bride’s, Newfoundland and Labrador
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Overview of Presentation

- Harris Centre
- Regional Workshops
- Today’s Workshop Agenda
- List of current Memorial Activities in Zone 18
- Questions for morning parallel sessions
Harris Centre Mandate

- Coordinate and Facilitate the University’s Activities Relating to Regional Policy and Development
- Advise on Building the University’s Capacity
- Identify Priority Themes and Projects relating to:
  - Teaching
  - Research
  - Outreach
The Harris Centre as Broker:
“Knowledge Mobilization”

- Marketing Function
- Need to Identify 3 Components:
  - Demand: research, teaching, outreach “pull”
  - Supply: Memorial’s capacity to deliver
  - Champions: make it happen
- Clarify roles: Lead / Partner / Support
- Clarify commitments and implementation
  - Contract Management / Project Management
  - Monitoring and Evaluation
- Communicate!
Regional Workshops

- Vehicle to increase Memorial University’s presence in regions
- Facilitate one annual workshop within each of the four REDB caucus areas (Labrador, West, Central, Avalon) to:
  - Discuss Memorial’s activities related to regional policy and development in the region
  - Identify new opportunities for Memorial to collaborate
Workshop Objectives

- Communicate better what Memorial is doing now
- Identify new opportunities for Memorial activities in regions
- Populate inventory database for further partnership/project development
- Understand community and university incentives, limitations and possibilities
Workshop Agenda (Morning)

- 9:00 - 10:15 - Opening Presentations
- 10:15 - 12:00 - Parallel Sessions: Current Memorial activities in Zone 18 - presentation/discussion
  - Themes highlighting some of current activities in Zone 18
    - Tourism
    - Fishery & Marine
    - Business & Diversification
    - Education
- 12:00 - 1:00 - Lunch (Conference Room)
Workshop Agenda (Afternoon)

- 1:00 - 1:30 - Presentation of Regional Priorities that could benefit from Memorial’s involvement
- 1:30 - 2:45 - New Opportunities Parallel Sessions:
  - Discussion of potential new opportunities for Memorial involvement in Zone 18 based on priority themes:
    - Technology
    - Tourism
    - Natural Resources
    - Community Education
- 2:45 - 3:00 - Break
- 3:00 - 3:45 - Report back from afternoon session
- 3:45 - 4:15 - Wrap-up and next steps
Memorial University’s Current Activities in Zone 18
Fishery & Marine

- **Title:** Dispersal and active retention of larval smelt in estuaries of St. Mary’s Bay, Newfoundland.
- **Researcher:** Dr. Paul Snelgrove, Ocean Sciences Centre
- **Partnering Organizations/Co-researchers:** Ian Bradbury, Dalhousie University.
- **Description:**
  - Newfoundland has a poor record in sustainable development of fisheries and in recent years there has been discussion of developing “underutilized fisheries”.
  - There is potential to develop this fishery but better data are needed on habitat usage, larval behaviour, and dispersal.
  - Current research is critical to managers, and suggests that smelt must be managed for individual estuaries, and that habitat usages at different times of year are important.
Fishery & Marine

- **Title:** Seabird Research at the Cape St. Mary’s Ecological Reserve
- **Researcher:** Dr. W. A. Montevecchi, Department of Biology
- **Description:**
  - Long-term studies on the populations, ecology, fishing activity and migration of seabirds and seaducks have been ongoing since 1980.
  - Research findings are used to help better understand the marine environment and to help better manage and conserve seabirds and their ocean habitats.
  - Research is carried out year-round collaboratively with the Naturalists on the reserve staff and findings are used to compliment and enhance information provided to local residents, visitors and tourists.
Title: Seaweed Resources of Newfoundland
Researcher: Robert Hooper, Department of Biology
Description:
- Seaweeds have been collected by Bob Hooper, fishermen, community groups, fishers and students from as many places around the Avalon Peninsula.
- The Southern Shore to Cape Shore has major beds of large kelps, especially *Saccharina longicruris*, *Laminaria digitata* and *Saccorhiza* and other seaweeds which have economic potential as food products and a source of commercial and neutraceutical compounds.
- Several of the seaweeds have significant aquaculture potential, partly as a source of commercial products and partially as a method of remediating the environmental impact of finfish aquaculture.
Fishery & Marine

- **Title:** SmartBay - Technology Solutions for Integrated Management
- **Researcher:** Bill Carter, SmartBay Project Manager, CCMC
- **Partners:** ICAN, AMEC, EIT, ACOA, DFO, Placentia, Bay Integrated Management Committee
- **Description:**
  - The Placentia Bay Demonstration Project - Technology Solutions for Integrated Management (otherwise known as the ‘SmartBay Project’) has been identified as a key pilot project within Canada’s Ocean Action Plan (OAP). The project is complementary to Fisheries and Oceans Canada’s (DFO) Placentia Bay/Grand Banks Large Ocean Management Area (LOMA) initiative, and will support their efforts to implement an integrated management plan for Placentia.
  - SmartBay is being implemented as an operational, user-driven, end-to-end ‘ocean observing system’ for Placentia Bay. User needs for access to information are driving the development and implementation of the system.
  - CCMC is responsible for overall system engineering and project management, and is the interface with the user and technology supplier/developer communities.
Fishery & Marine

- **Title:** Three Day ROC-MC Course
- **Department:** Marine Institute
- **Description:**
  - St. Brides, March 20-22, 2006 - 12 people
  - Placentia, January 6-8, 8-10, 12-14, 2004 - 32 people
Title: The Daughters of Eve in Newfoundland and, “The Davinci Cod: Genetic clues to genealogy of Newfoundlanders, and the structure of the Newfoundland Cod Fishery

Researcher: Dr. Steve Carr, Department of Biology

Description:

- An understanding of the biological structure of marine fishery stocks is crucial in the development of sound management strategies that will ensure their sustainability into the future. Questions of marine biodiversity and stock structure are fundamentally genetic: how are fish in one NAFO zone related to those in surrounding NAFO zones?
- New genetic biotechnology uses DNA sequences to define precisely the exact relationships among individual organisms within species.
- Analysis of “family trees” in cod from the inshore and offshore fisheries reveals their history and migratory movement. Comparison of the genetic relationships among fishing zones can show how and to what extent TACs can be set independently. Analysis of recovering stocks can show the extent to which these stocks remain local, or contribute to the general recovery of the species.
Natural Resources

- **Title:** Natural Legacies: Early Naturalists in Newfoundland and Labrador
- **Researcher:** Dr. John Sandlos
- **Description:**
  - This project is designed to educate the public on the early history of natural history in Newfoundland. Work on the project will produce an exhibit to be launched at Salmonier Nature Park in 2007.
  - The exhibit will travel to schools, community museums, and libraries throughout the province.
Natural Resources

- **Title:** Seabirds of Newfoundland and Labrador
- **Researcher:** Dr. Ian Jones Biology
- **Collaborators:** Dr. Greg Robertson, CWS
- **Description:**
  - Work with the processes that determine seabird population dynamics, especially related to oil spills, predation by gulls and introduced mammals, mortality related to commercial fishing, habitat destruction and disturbance by humans, and fluctuation in food availability related to oceanographic processes.
  - Measure seabird survival rates, investigating the causes of variation in adult survival (especially climate change), and asking how these relate to measured changes in population size.
Natural Resources

- **Title:** Erosion & Management Issues at Cape St. Mary’s
- **Researcher:** Norm Catto, Geography
- **Collaborators:** NL Parks
- **Dates:** 1999 - present

**Description:**
- Ongoing monitoring of erosion at Cape St. Mary’s, related to weather, climate, and footpath usage; implications for trail maintenance and visitor safety
Natural Resources

- **Title:** Beach Litter Distribution and Sources
- **Researcher:** Norm Catto, Geography
- **Collaborators:** David Pink
- **Dates:** 2004-2005

**Description:**
- Measurement of distribution, volume, changes over time, and sources of beach litter
Natural Resources

- **Title:** Coastal Morphology and Sensitivity
- **Researcher:** Norm Catto, Geography
- **Collaborators:** Fisheries & Oceans Canada
- **Dates:** 1995- Ongoing
- **Description:**
  - Analysis and monitoring of beach responses to storm events, waves, sea level rise, etc.
  - Study of sensitivity of coastline to petroleum contamination; rates of coastal erosion
Natural Resources

- **Title:** Oil Spill Sensitivity Analysis
- **Researcher:** Norm Catto, Geography
- **Collaborators:** Mark McNeil, Environment Canada
- **Dates:** 2006–present
- **Description:**
  - Assessment of sensitivity of selected beach to petroleum contamination
Natural Resources

- **Title**: Landform and Sediment Mapping & Terrain Assessment
- **Researcher**: Norm Catto, Geography
- **Collaborators**: NL Natural Resources, Mines & Energy
- **Dates**: 1990-2006
- **Description**:
  - Mapping and assessment of surface landforms and sediments, determination of glacial history, recognition of geological hazards
Natural Resources

- **Title:** Viability of NL Fishing Communities
- **Researchers:** Alvin Simms (Geography)
- **Dates:** ongoing
Natural Resources

- **Title:** Analyzing Migration Patterns of NL
- **Researchers:** Alvin Simms (Geography)
- **Dates:** ongoing
Natural Resources

- **Title:** Social Economic Recovery Analysis
- **Researchers:** Alvin Simms (Geography)
- **Dates:** ongoing
Health & Society
Title: Effectiveness of New Learning Technologies in Providing Education to Rural Communities.

Researchers: Bruce Sheppard and Tim Seifert, Killick Centre (CURA), Faculty of Education

Community Partners: School Boards, Department of Education, NLTA, Federation of School Councils, College of the North Atlantic, and DELT

Start: Sept. 2006

Description:

- The main interest of our partner agencies is in “what works,” and particularly in ensuring that e-learning develops as effectively and efficiently as possible. Accordingly, our core research area for this alliance will be a variety of studies on the effectiveness of e-learning. Effectiveness will be examined in relation to three main outcome areas; access to programs, learning outcomes and cost.
Health & Society

- **Title:** Rural Mental Health Interprofessional Training Project
- **Researcher:** Dr. Peter Cornish
- **Partnering Organization:** Centre for Collaborative health Professional Education (Dr. Vernon Curran, Dr. Olga Heath), Faculty of Medicine (Psychiatry {Dr. Ted Callahan}, Family Medicine {Dr. Cheri Bethuane}) Mount St. Vincent University, Faculty of Education (Dr. Elizabeth Church)
- **Description:**
  - The RMHITP project will evaluate the effectiveness of a mental health training program in:
    - Enhancing health professionals’ awareness of mental health issues; develop competencies in mental health intervention; and build confidence in ability to handle mental health/mental illness issues as they arise in the communities and;
    - Encouraging and training health professionals to practice collaboratively across disciplines.
    - The training is specifically designed to support primary health care teams in six rural communities targeted by the “Working Together for Mental Health Services Strategy” (Government of Newfoundland and Labrador 2003).
    - There are six educational modules and the program will be systematically evaluated in six rural communities, using a controlled design and including both quantitative and qualitative outcome measures.
Title: Nowhere was Home: Displacement Narratives of Resettled People of Placentia Bay

Researcher: Jeannette Browne

Description:
- The resettlement programs that took place in Newfoundland in the 1960s had a major effect on the lives of a significant number of people in this province. Almost thirty communities in Placentia Bay were affected by these programs which resulted in the displacement of eight hundred and fourteen families, and included over three thousand people from the region.
- Due to the clear analogy between other types of forced migration and Newfoundland resettlement this research will explore the Newfoundland experience, with particular emphasis on the Placentia Bay area.
- Through the analysis of stories, compared to that of narratives from people involved in other occurrences of forced migration, this project will demonstrate that the personal processes involved in becoming a citizen of a new community are often difficult whether the new community is across the continent or simply across the bay.
Health & Society

- **Title:** A Direct Sampler of Newfoundland and Labrador
- **Researcher:** Dr. Sandra Clarke, Linguistics
- **Co-Researchers:** Dr. Philip Hiscock, Folklore, Robert Hollett, English, Dr. Alvin Simms, Geography
- **Date:** Currently Ongoing
- **Description:**
  - Will provide both an audio and written record of traditional speech from over 50 mostly rural communities throughout the province
Title: Development of a Linguistic Atlas of Newfoundland and Labrador English

Researcher: Dr. Sandra Clarke, Linguistics

Co-Researchers: Dr. Philip Hiscock, Folklore, Robert Hollett, English, Dr. Alvin Simms, Geography

Date: Currently Ongoing

Description:

- This atlas will be computerized, and available in an interactive online format to all users of the world wide web.
- Information will be provided on the regional distribution of wide range of linguistic features including vocabulary, pronunciation and grammar
Title: The Let's Talk Science Partnership Program

Researchers: Shannon Obradovich, M.Sc. Candidate, Department of Biology (Co-coordinator); Patti McCarthy, Ph.D. Candidate, Faculty of Medicine (Co-coordinator)

Collaborators: Sue McKee, National Partnership Program Coordinator, Let's Talk Science National Office (London, ON)

Dates: 1996-ongoing

Description:
- Let's Talk Science strives to improve Science literacy through leadership, innovative educational programs, research and advocacy.
- The Partnership Program, the flagship science outreach program of Let's Talk Science, is a world-leading volunteer-driven science program of benefit to students and teachers.
- This self-managed program is run by graduate science students at 23 university and community college campuses in nine provinces across Canada.
Health & Society

- **Title:** Small Schools and Rural Education in Newfoundland and Labrador
- **Researcher:** Dr. Dennis Mulcahy, Education
- **Collaborators:** Department of Education, NLTA
- **Description:**
  - Focuses on the provision of quality education for the children and youth living in rural communities in the province;
  - Work includes documenting challenges, issues and concerns of rural parents and educators, while providing guidance and advice to those responding to these challenges.
Health & Society

- **Title:** A School Laptop Initiative, Implementation, and Student Learning
- **Lead Researcher:** Bruce Sheppard and Tim Seifert (co-investigators), Faculty of Education
- **Collaborators:** Phillip Sheppard (Graduate Student, M.Ed)
- **Description:**
  - A pilot project has been introduced in one urban high school, examining the effectiveness of laptop learning. While this particular study expands the definition of e-learning to include the use of laptops, the main interest of the partner agency is in “what works,”
  - Particularly interest lies in ensuring that e-learning that is facilitated through the use of laptops develops as effectively and efficiently as possible.
  - Effectiveness will be examined in relation to two of our main outcome areas: learning outcomes and cost.
Health & Society

- **Title: Educational Leadership and Student Learning**
- **Lead Researchers & Department:** David Dibbon and Bruce Sheppard, Faculty of Education
- **Collaborators:** Kenneth Leithwood (U of T), Charles (Calgary U), and Pamela Bishop (Calgary U)
- **Description:**
  - This research is focused on developing our understandings of how educational leadership practices and the factors that influence such practice interact to impact student learning. Our primary objective is to answer two basic questions:
    - What provincial, district and school leadership practices foster improvement in classroom practice and student learning?
    - How can Individuals and groups at the provincial, district, school and classroom levels work and learn collaboratively to increase the organizational capacity to improve student learning?
Health & Society

- **Title:** Building Communities in the New Learning Environment
- **Researcher:** Jean Browne, Education
- **Description:**
  - A community-university research alliance to be set up to foster innovative research, training, and generation of new knowledge in the area of e-learning in the field of education, particularly as it relates to opportunities in rural, isolated areas.
  - The focus will be K-12, with recognition of the importance of transition years (from secondary to post-secondary education).
Business/Diversification Projects
Business/Diversification Projects

- **Title:** Family Firms that Export (2004)
- **Researcher:** Dr. Dan Mosher/Leslie King, P.J. Gardiner Institute
- **Description:** Sessions conducted in various zones addressing:
  - Key areas of operation concern;
  - Awareness of export support programs;
  - Training needs associated with both international & domestic trade;
  - Services a Business Families Centre could deliver.
Business/Diversification Projects

- **Title:** Business Development Support and Knowledge-Based Businesses, part of a larger study entitled *Challenges and Opportunities of Knowledge-Based Economy in Newfoundland and Labrador*
- **Lead Researcher:** Dr. Gary G. Gorman; Faculty of Business Administration
- **Collaborators:** Sean McCarthy; NL Division, Canadian Manufacturers and Exports
- **Funding Sources:** SSHRC
- **Description:**
  - Knowledge-based businesses (KBBs) largely rely on intangible assets and innovation as sources of competitive advantage, and are important to economic development, particularly in regions that have experienced a decline in traditional industries.
  - A telephone survey was used throughout NL to determine the needs of KBB entrepreneurs in the various stages of business development and to identify areas where support is still lacking.
  - Surveyed business owners in NL appear to have a low level of awareness of available support services and are of the general opinion that there is little support beyond the start-up stage.
  - Agencies focused on supporting business development can use the study findings to more effectively communicate to entrepreneurs what they offer and to respond to identified support gaps, particularly in remote locations.
Business/Diversification Projects

- **Title:** Profiling Business Families in Newfoundland and Labrador
- **Researcher:** Dan Mosher/Leslie King, P.J. Gardiner Institute
- **Description:** Sessions conducted in various zones addressing:
  - Will cover issues related to governance, ownership, communication processes and the role of the family firm in the community;
  - Information will provide direction as to how family firms can be helped to increase their longevity through generation and their business performance.
Business/Diversification Projects

- **Title:** INTRD Regional Economic Renewal Research Support (2005)
- **Researchers:** Drs. Gary Gorman & Dennis Hanlon, Business
- **Project Manager:** Kim Myrick, P.J. Gardiner Institute
- **Description:**
  - A review of structures, boundaries, stakeholders, partnerships, principles, strategic plans & processes related to regional economic development of Newfoundland & Labrador;
  - 525 personal interviews, 40 roundtable discussions across 20 economic zones.
Business/Diversification Projects

- **Title:** Upstream-Downstream Co-agglomeration of Advanced Service Industries: Some Implications for Economic Policy in Rural Canada.
- **Researcher:** Dr. Michael Wernerheim, Economics
- **Description:**
  - How strong is the pull exerted by industrial agglomerations in the locations in which advanced service industries are typically found?
  - Does it make sense to attempt to divert firms in such industries away from established locations to remote areas by means of regional policy?
  - The principal policy issue motivating study of these elements is the need to understand the relationship between the location of advanced service firms, interregional disparities, and the feasibility of influencing the determinants of firm location.
  - Except for highly aggregated industries, we find patterns of strong localization and co-location at different spatial scales involving advanced services and a host of other industries; strong correlations between agglomeration economies and raw geographic concentration; and agglomeration externalities that are surprisingly general rather than industry-specific.
Business/Diversification Projects

- **Title:** Business Retention and Expansion - Avalon Gateway
- **Researchers:** Derek Staubitzer, INTRD; Steve Butler, PJ Gardiner Institute
- **Partnering Organization:** Govt. of NL, Argentia Area Chamber of Commerce, Avalon Gateway Regional
- **Description:**
  - The program is intended to encourage the survival and growth of existing business in the region by:
    - Demonstrating to local entrepreneurs that their contributions in the local/regional economy are appreciated
    - Helping existing businesses to solve problems
    - Assisting business owners in utilizing programs designed to strengthen their competitive position.
    - Developing strategic plans for long-range business retention and expansion
    - Building capacity in the region to sustain growth and development
Business/Diversification Projects

- **Title:** Research to identify business families in NL and to profile the unique needs of those businesses
- **Researcher:** Kim Myrick, PJ Gardiner Institute
- **Partnering Organization:** ACOA
- **Date:** May - July 2006
- **Description:**
  - Entailed an investigation of issues unique to family business, including business ethics, advisors, governance, ownership, operations, communications and more
  - Seven focus groups across the province were conducted, with location selection based on geographical representation and concentration of businesses that meet a definition of ‘family business’, and one focus group of advisors to family business
Business/Diversification Projects

- **Title:** INTRD Regional Economic Renewal Research Support
- **Researcher:** Dr. Dennis Hanlon and Dr. Gary Gorman, PJ Gardiner Institute
- **Partnering Organization:** INTRD, Govt. of NL
- **Date:** February - July 2005
- **Description:**
  - Research was a review of structures, boundaries, stakeholders, partnerships, principles, strategic plans and processes related to regional economic development
  - 525 semi-structured personal interviews and 40 roundtable discussions were completed across the 20 economic zones in the province
  - 25 interviews and 2 discussions in each zone with REDBs, Government, Economic Development Agencies and Municipalities
  - 25 interviews with Pan-Provincial organizations
Memorial Scholarships in Zone 18

- In 2003, 26 students from the region received scholarships.
- In 2004, 29 students from the region received scholarships.
- In 2005, 21 students from the region received scholarships.
Student Recruitment in Zone 18

- Memorial University Office of Recruitment
  - Participates actively in Career Fairs and Expos in various communities
  - Conducts independent visits annually with presentations to high school students
  - Provides academic advising sessions to students who have applied to Memorial University
Tourism Program

- Tourism Studies Program at SWGC-MUN
- Contact: Dr. Edward Addo, Tourism Professor, SWGC/MUN
- Description:
  - For the first time in the province of NL, students can study for a Bachelor of Arts degree in Tourism Studies at Sir Wilfred Grenfell College (SWGC) of Memorial University of Newfoundland (MUN) in Corner Brook. Students who already hold degrees in other disciplines can also for study for an Advanced Diploma in Tourism Studies. There are many job opportunities in the tourism industry - lodging and food services facilities, art galleries, museums, parks, nature-based recreation businesses, public and private sector tourism organizations, transport companies, and events/meeting planning facilities.
Memorial Alumni in Zone 18

Total = 377

- Admiral’s Beach = 4
- Angels Cove = 1
- Argentia = 1
- Branch = 13
- Colinet = 13
- Cuslett = 4
- Dunville = 93
- Forest Field = 1
- Fox Harbour = 13
- Freshwater = 4
- Jerseyside = 24
- Long Harbour = 14

- Mitchell’s Brooke = 1
- New Bridge = 1
- O’Donnells = 1
- Patrick’s Cove = 6
- Placentia = 130
- Point Lance = 3
- Point Verde = 1
- Ship Cove = 4
- Ship Harbour = 7
- St. Bride’s = 18
- St. Catherine’s = 3
- St. Joseph’s, St. Mary’s Bay = 17
Nursing Placements

- **Title:** BN Collaborative Program Student Placement
- **Department:** Memorial University School of Nursing
- **Description:**
  - 8-10 students each year for a four week preceptored experience with the Public Health Nurses.
  - Many students receive help from the Rural Incentive Funding. Places nursing students in rural Newfoundland and Labrador for four week periods;
Engineering Placements

- Title: Bachelor of Engineering Placements
- Department: Faculty of Engineering and Applied Science, MUN
- Description:
  - Total number of work-term placements since 1998 = 23
Education Placements

- Title: Bachelor of Education Work-term Placements
- Department: Faculty of Education, MUN
- Description:
  - Total number of education work term placements since 2003 = 20
Summary

- 34 Memorial University projects currently ongoing related to Zone 18
  - Fishery/Marine = 6
  - Natural Resources = 10
  - Health/Society = 10
  - Business/Diversification = 8
Morning Parallel Session Questions

1. Were you aware that these projects were happening in your zone?
2. Now that you are aware, are there ways you can put these project findings to use in your own work?
3. Are there any ideas for new opportunities in light of this discussion?
4. Any other questions or comments?