



“Memorial Presents”

From Ivory Tower to Regional Power: The role of universities and colleges in development

**Memorial University, St. John's, NL Canada
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“The Missing Link”
**From Knowledge Generation and
Transfer to Local Engagement
and Local Impact:**
**Lessons for Newfoundland and
Labrador from the OECD Study**

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Presentation Outline

- **OCED Study Overview –**
 - Background and Objectives
- **Why is local engagement of HEIs important and how is it manifested?**
- **Methodology – What we did**

Presentation Outline

- **What we found**
 - Select economic & educational impacts, Good news?, Improvements?
- **Where do we go from here?**
 - action plan or dust accumulator
- **Conclusion**
 - What did we learn and what lessons should we draw?
 - Implications for local action (Corner Brook, oil and gas research, equalization, etc)

OECD Study Overview

- **OECD Study: *“Supporting the Contribution of Higher Education Institutions to Regional Development”***
- **OECD Report: Higher Education and Regions: Globally Competitive, Locally Engaged**
- **Three-year, international project (14 regions over 12 countries) sponsored by the OECD’s Programme on Institutional Management in Higher Education (IMHE)**
- **Main funding – ACOA and Harris Centre and in-kind support from almost all HEIs within Atlantic Canada**

Study Objectives

- **to strengthen the contributions of HEIs to regional/local development**
 - improving interplay & mutual capacity building between HEIs and regional/provincial/local stakeholders;
- **to raise awareness that the role of HEIs extends beyond the core competencies of knowledge generation (research) and knowledge transfer (teaching) to a third function — regional/local engagement.**

Why is local engagement of HEIs important

- **In today's knowledge-based economy a region's competitive advantage is defined by its ability to generate and utilize knowledge that is both locally-relevant and contributes to innovation and productivity so as to increase the competitiveness of the region in an international context**

Why is local engagement of HEIs important

- **In a peripheral region, the private sector may not have sufficient capacity to meet this need.**
- **HEIs can work with stakeholders to fill void.**
- **Results in increased local knowledge and ability to benefit from the diffusion of technology.**
- **HEIs are funded by the public purse and their existence should benefit, to some degree, the area in which they exist.**

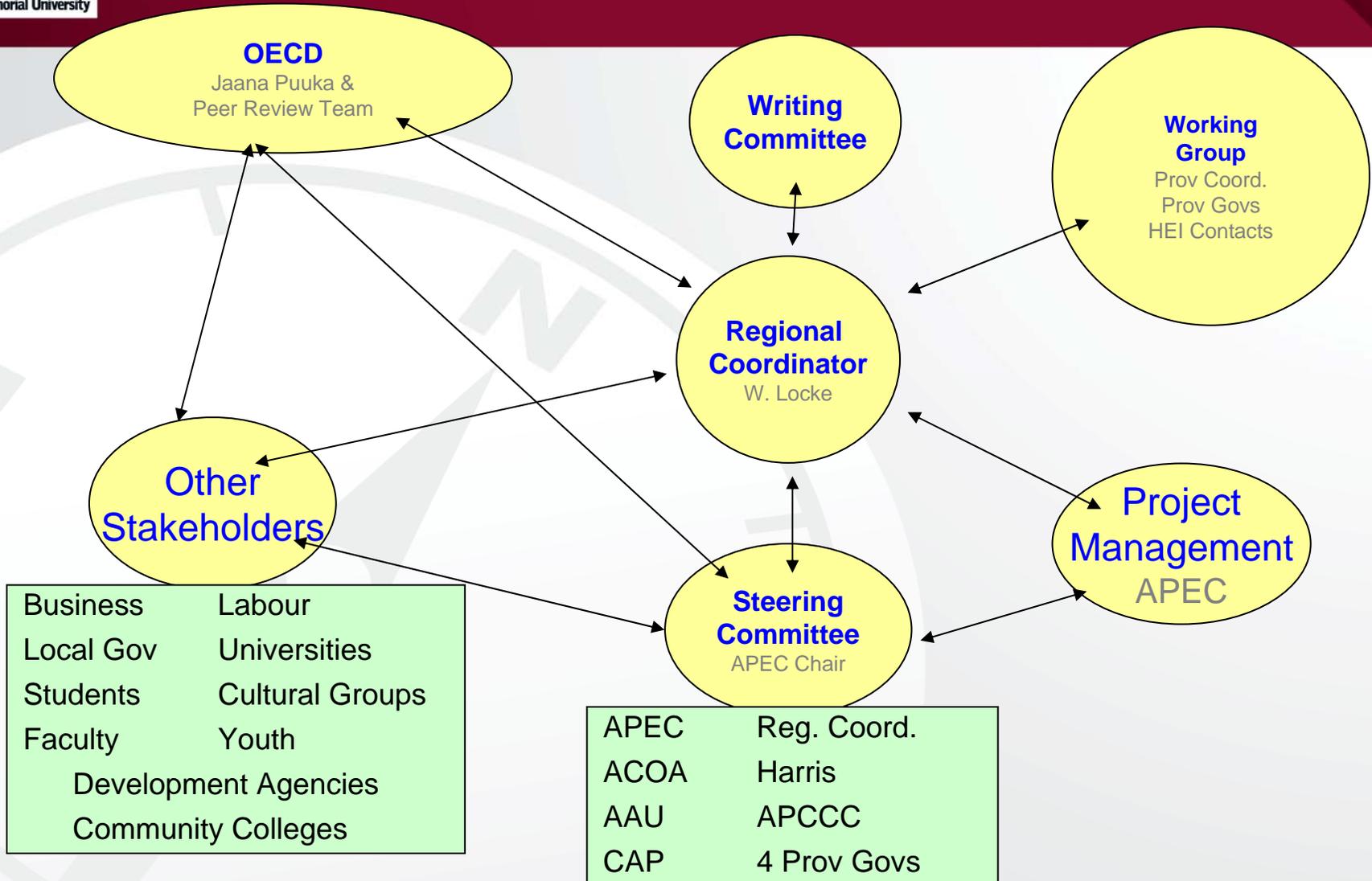
Avenues of Interaction between HEIs and Stakeholders

- **Collaboration & consultation**
- **directed or contract research**
- **targeted curriculum development & student training**
- **sharing of the institution's infrastructure**
- **access to expertise to address local problems**

Avenues of Interaction (Cont'd)

- **employment directly within the institution**
- **purchasing of goods and services locally**
- **spin-off enterprises, either incubated within or emanating from the institution**

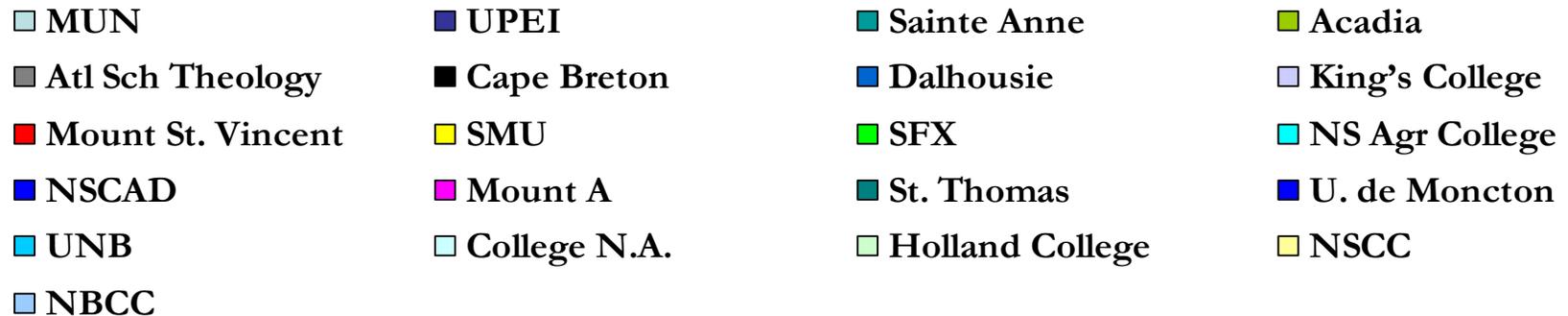
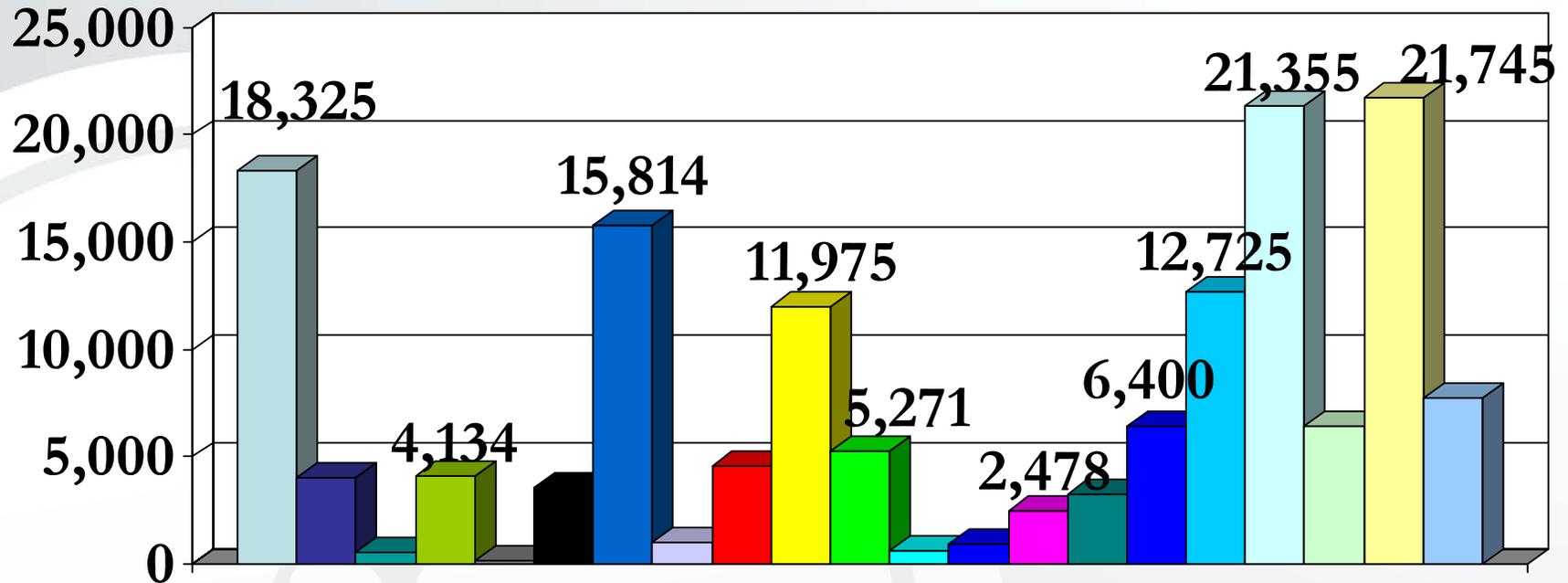
Methodology Research Network



Inputs Utilized

- **Self Evaluation Survey of HEIs**
- **Statistics Canada data**
- **Published research**
- **Key Informant Interviews**
- **International Peer Review Team Site Visit**
- **Four focus groups**

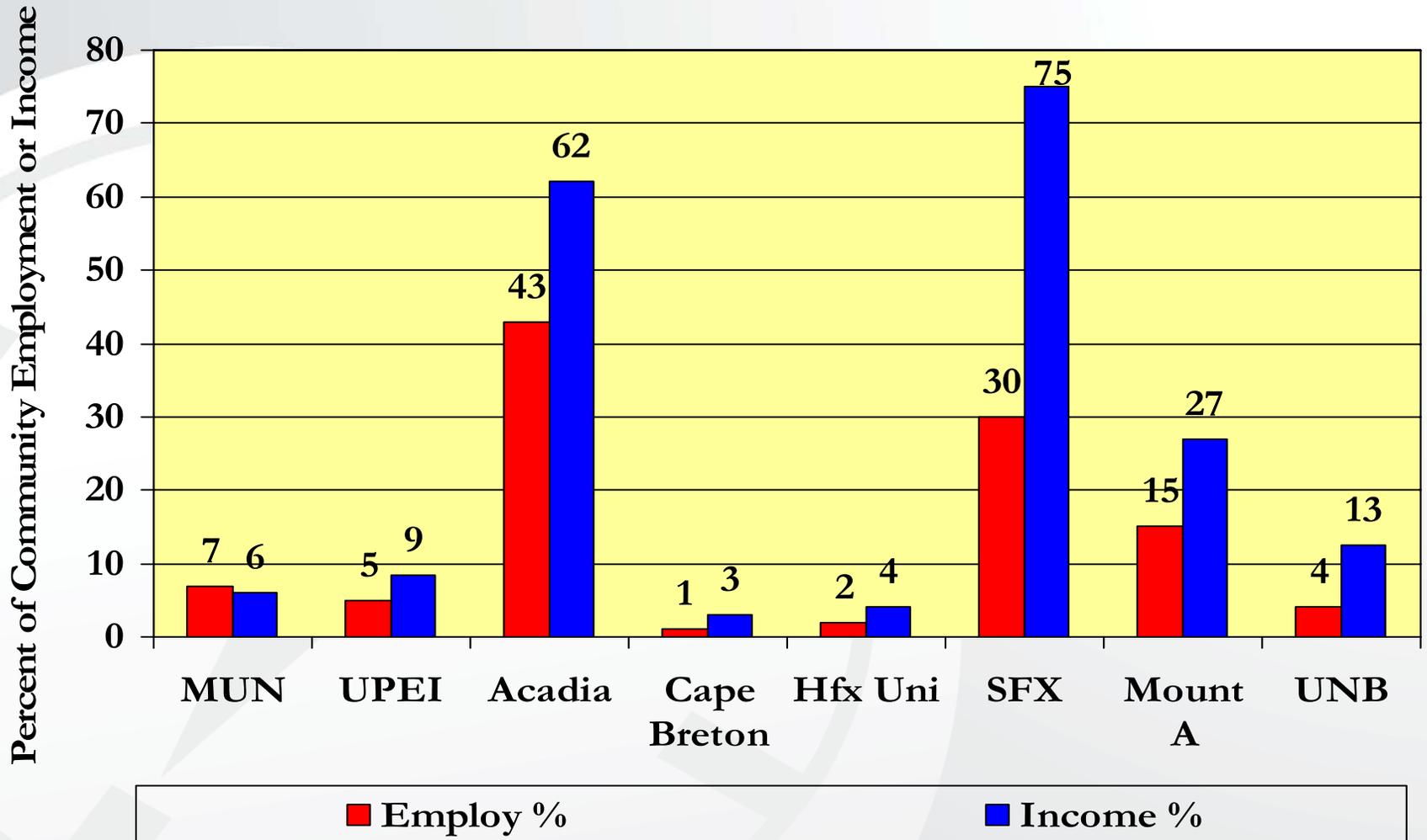
2004 Enrollment HEI's



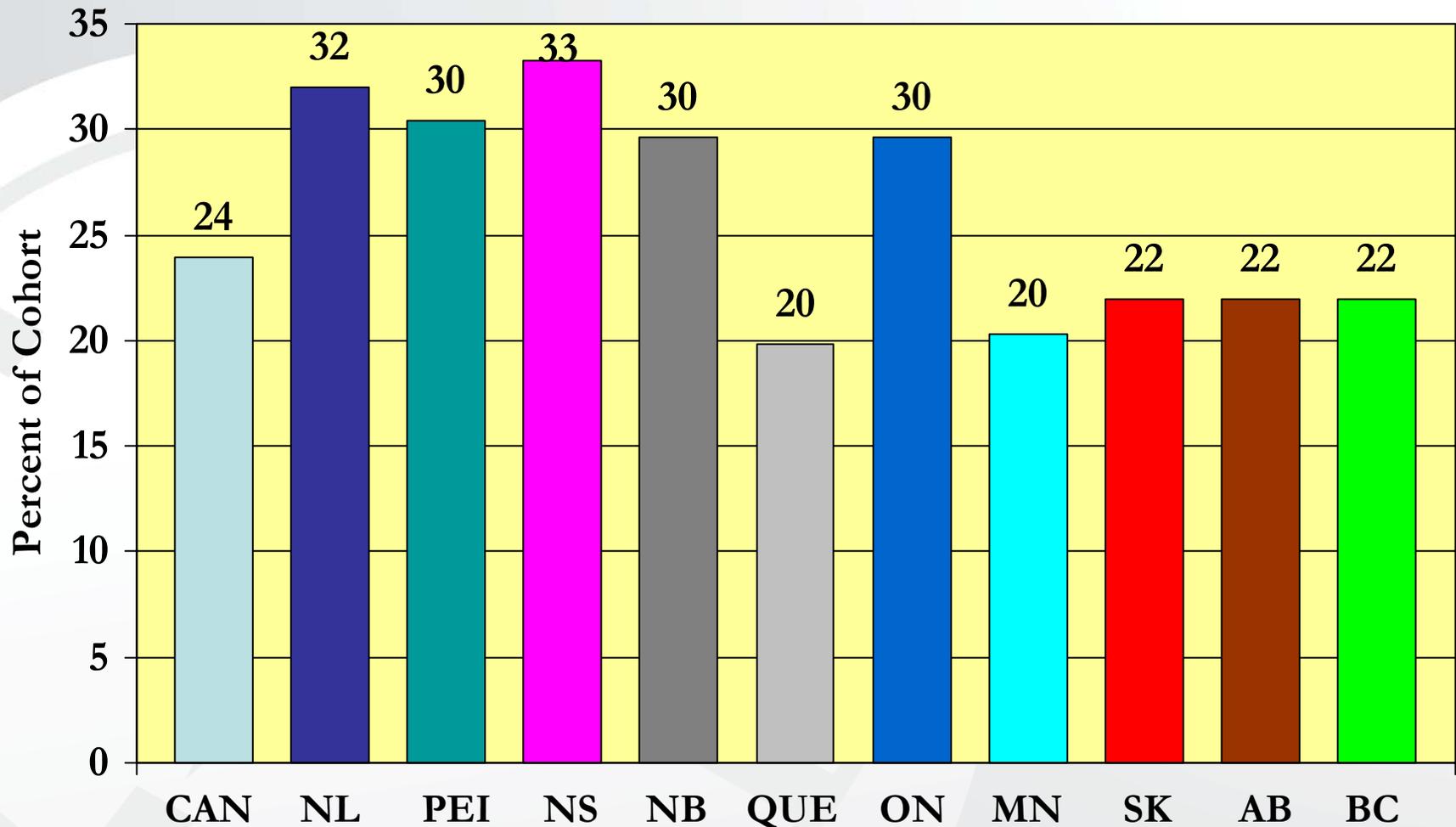
Research Outputs

- **Self Evaluation Report, Peer Review Report & OECD Synthesis Report for 14 Regions**
- **Lessons Learned for Newfoundland and Labrador**
- **Atlantic Canada Synopsis Report**
- **Atlantic Canada wrap-up conference/workshop addressing strategies of where do we go from here?**

Select Economic Impacts



2005 University Participation Rates in the 18 to 21 Age Cohort



Role of HEIs in Addressing Atlantic Canada's Skill Shortage

- **Conduit for immigration**
 - students come, integrate, establish roots, and more likely to stay
- **Proactive and targeted training**
- **Change perception of trades**
 - “second cousin” perception real but diminishing?
- **Contribute to “creative communities” / learning regions**

Good News about Engagement

- **While it always easy to find things that ought to be done or done better, it is impressive to realize just what is being achieved.**
- **We are doing as well as any other jurisdiction studied and better than most in terms of regional engagement.**
- **It is truly impressive and it is worth highlighting some selected examples of successes in local engagement within the region.**

Local Engagement Successes

- **Metropolis Atlantic**

- Coming out of Saint Mary's, it is a multi-institutional initiative examining immigration issues from an Atlantic Canadian perspective

- **Nova Scotia Community College**

- Helping local grape growers understand micro-climates through remote sensing

- **Université de Moncton's contribution to the "Acadian Miracle"**

- Vital role in facilitating and enhancing economic development in the Acadian community within Atlantic Canada

Local Engagement Successes

- **UPEI's Institute for Island Studies**
 - To encourage a deep knowledge & understanding PEI & to serve as a bridge between the University and Island communities;
- **MUN's Harris Centre**
 - To co-ordinate and facilitate the university's educational, research and outreach activities in the areas of regional policy and development
- **Grenfell's Centre for Environmental Excellence**
 - To establish a long-term strategy to harness all existing programs, infrastructure and human resource assets under an environmental umbrella to advance research and development opportunities.

Local Engagement Successes

- **Mount Allison's Rural and Small Town Program**
 - prepares people and organizations to adapt to change and to act on opportunities for developing sustainable rural communities and small towns.
- **Cape Breton University's Community Partnership on Drug Abuse**
 - The university is collaborating with other stakeholders to address the harmful impact of the abuse of drugs in the community
- **CNA Renewable Energy from Oceans**
 - "Burin Wave Power Pump" is capable of pumping required volumes of offshore water for on-shore applications.

Lessons from Elsewhere

- ***Lectoraten Programme*** at Twente University in the Netherlands
 - government provides funds for university to employ lecturers and professors with a lot of practical experience to build university-community links around research areas*
- **Knowledge House** in the UK
 - joint effort of 5 universities in NE England to help companies access university skills, expertise and specialist resources*

Lessons from Elsewhere

- ***Student Social Service as a graduation requirement*** at Nuevo León in Mexico

Mexican students are required to perform 480 of public service as a graduation requirement in higher education

- **CyD Foundation** in Spain

acts as a broker between universities and the business sector in Spain. It analyzes and promotes the contribution of Spanish universities to the economic and social development and enhances the university-business interface.

Lessons from Elsewhere

- ***Societal and Economic Engagement Indicators***
at Ministry of Education, Finland
developing criteria and an evaluation framework for societal and economic engagement for use in university performance management
- **Australian Universities Community Engagement Alliance**
supports universities in strengthening their engagement with local and regional communities – developed a national approach to benchmarking university community engagement

Where do we go from here

- **Continue to raise awareness of the importance and legitimacy of regional engagement**
 - not just at the administrative level, but at the faculty and the stakeholder levels as well
 - need young researchers to get involved
 - need to be sensitive to how to interact with other stakeholders – HEIs not always easy to approach

Where do we go from here

- **Debt relief for people staying and working within region**
 - NS and NB have debt forgiveness for grads that stay and work in the province – e.g., NB \$2,000 per year up to \$10,000 max
- **Get a coordinated plan of action for regional engagement to enhance local economic development**

Where do we go from here

- **Institute a provincial grant programs to stimulate local research & add to absorptive capacity in a peripheral region of the country**
- **Although some Promotion & Tenure (P&T) committees can consider regional engagement activities, it ought be explicit that these activities should be considered in P&T decisions**

Conclusion

- **A second university within NL to facilitate development on west coast of province**
 - This is a natural evolution
 - Will it generate economic benefits for the west coast of the province?
 - Yes!
 - Is it premature?
 - Maybe, pros and cons are worthy of more public debate than has transpired
 - Going too early may reduce its effectiveness

Conclusion

- **Transformative role of oil and gas on NL**
 - Are the research activities at HEIs sufficiently advanced to deal with economics, culture, society, local business, labour supply, etc?
 - Yes, for engineering and earth sciences, but **No**, for the things that will make a difference to our lives and our identity
 - Let's be proactive rather than reactive and we better get moving here!

Conclusion

- **Equalization changes**
 - Collaboration between APEC, Acadia and Memorial to help Canadians understand the implications for themselves and their governments of the proposed equalization changes in budget 2007
 - Provided information in an accessible format that contributed to the ability of non-academics to participate in important public policy debate and exercise their democratic right



Conclusion

Thank You