

MEMORIAL UNIVERSITY'S PUBLIC ENGAGEMENT SURVEY

2019 Public, Faculty & Staff and Student Survey - Public Findings

Memorial University is a public university serving the public good. Public Engagement at Memorial University bridges internal and external groups to implement the goals and values of Memorial University's Public Engagement Framework (PEF).

Memorial's PEF is designed to provide tangible and long-term objectives for Memorial students, staff and faculty as they strive towards public engagement, as well as guiding the activities and initiatives of the Office of Public Engagement as it works with internal and external groups.



MARCH 2019

To expand the knowledge and understanding of Memorial's PEF, OPE administered a survey to the general population of Newfoundland and Labrador. The survey consisted of questions regarding:

- > MEMORIAL'S CURRENT LEVEL OF PUBLIC ENGAGEMENT
- > THE PUBLIC'S INTEREST AND PARTICIPATION IN PUBLIC ENGAGEMENT
- > ASSOCIATED BARRIERS

Of the **602** respondents:

PUBLIC
335



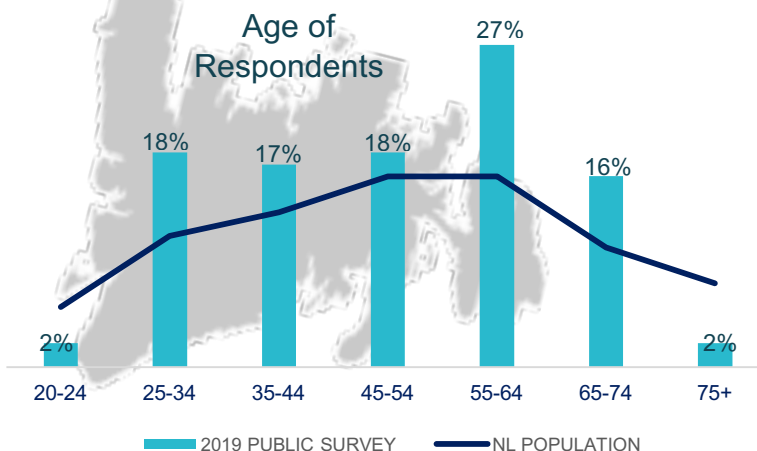
69%
of public respondents were alumni



14%
of public respondents had never been involved with the University

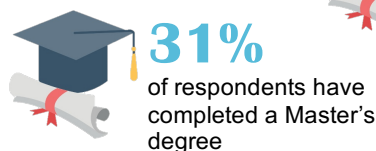
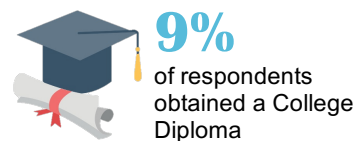
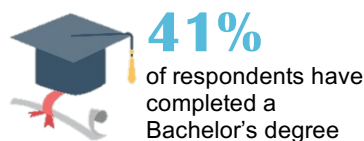


6%
of public respondents were former faculty or staff



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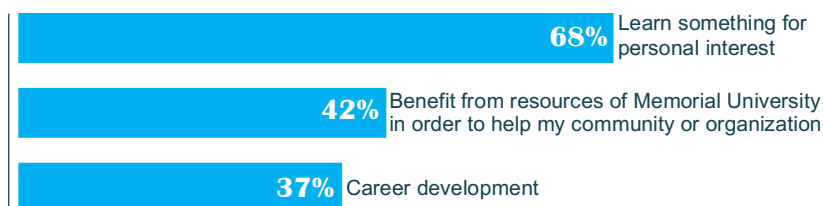
2019 Public, Faculty & Staff and Student Survey - Public Findings



PREVIOUS AND POTENTIAL ENGAGEMENT

> "Visit a Memorial campus"	HAVE DONE 84%	WANT TO 12%	The public reported high levels of engagement with the University with a majority of respondents reporting they had previously visited a Memorial campus.
> "Participate in a professional development or training opportunity at Memorial"	HAVE DONE 48%	WANT TO 30%	Many respondents indicated that they would like to participate in professional development with the University, however, almost 50% had previously done so.
> "Help with University research"	HAVE DONE 41%	WANT TO 31%	Helping the University with research was the highest rated desire by all respondents.
> "Learn about public engagement at Memorial"	HAVE DONE 25%	WANT TO 27%	Learning about public engagement at Memorial was the only activity that had more respondents "want to" in the future, than "have done" in the past.

In order to develop and direct future programming, it is essential to understand the public's motivation for engaging with the University. As such, respondents were asked to select potential engagement motivations from a list provided.



Very few respondents reported **little to no motivation** for engaging with Memorial

BARRIERS TO ENGAGING

Along with determining previous and desired levels of engagement, key barriers to engagement were assessed.

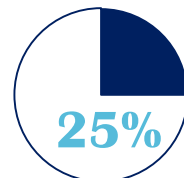


39%
A **lack of awareness of events and activities** was reported as the highest barrier to public engagement at Memorial University.

30%

of respondents reported **limited time** as an active barrier to engagement involvement.

Cost was reported as the third highest barrier for public engagement.



5%

Won't know anyone

4%

Not interested in engaging

Few respondents reported **lack of interest** as a barrier to engagement.

2%

Limited access to technology

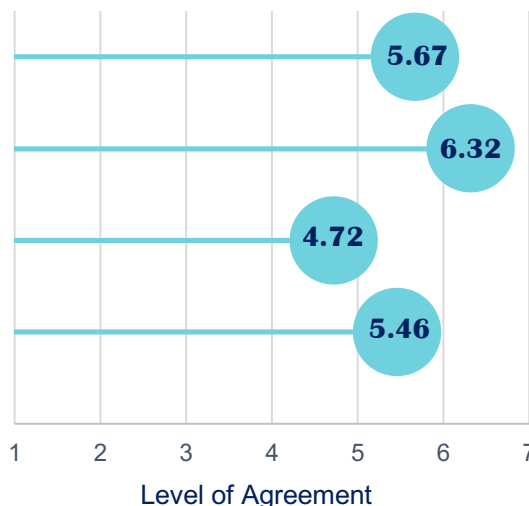
The work Memorial is doing to engage with the public is valuable

Memorial has a responsibility to engage with the public

Memorial is doing a good job engaging with the public

I am likely to engage with Memorial in the future

"Please indicate your level of agreement with the following statements"



SUGGESTIONS TO IMPROVE ENGAGEMENT

To get a broader scope of the public's opinion on engagement at Memorial, respondents were asked to offer their input in the open-ended question,

"What is the single most important thing Memorial can do to improve how it engages with the public?"

Four common improvements emerged:



ADVERTISE AND PROMOTE



EXPAND ENGAGEMENT WITH DIVERSE GROUPS



MAKE INFORMATION MORE ACCESSIBLE



PROVIDE MORE RESOURCES

SUGGESTIONS TO IMPROVE ENGAGEMENT



“Demonstrate and celebrate how its research/teaching better the community in which it exists.”

“Host events in and with community partners, i.e., outside the University’s walls.”

ADVERTISE AND PROMOTE

This theme included suggestions such as, Memorial should **expand avenues of communication** (“social media” and “other media forms”), as well as promote **research, knowledge** and **teaching** content.

PUBLIC PRESENCE

36% of “**increase public presence**” respondents suggested Memorial engage with specific/diverse groups such as **rural communities, seniors, people with disabilities** and **Aboriginal and Indigenous groups**.

PROVIDE MORE RESOURCES

Many of these suggestions included specific events the public would like to see (e.g., **public lectures, courses and programs**), while others mentioned **enhanced accessibility**.

“Continue to be direct and honest with the information shared with the public.”

“Memorial should be a focal point and leader for public policy issues.”

“Present easy to understand information on social media and news outlets.”

“Better understand how its resources can be helpful to individuals and the community.”

The public, and their thoughts, serve as an integral component to public engagement at Memorial University of Newfoundland. Current engagement levels (as reported by the public) remain relatively high, but not without room for improvement. While the public agrees that Memorial has a responsibility to engage with the public, the fulfilment of this responsibility is not as favorable. Many suggestions provided by the public survey included improved flow of information, more specifically, advertisement, promotion, and enhanced accessibility of public information. Ultimately, this is the beginning of a process that includes both the public’s opinion and recommendation, enriching Memorial’s connection with the people of Newfoundland and Labrador.