



Public Engagement

MEMORIAL UNIVERSITY'S PUBLIC ENGAGEMENT SURVEY

2017-2019 Faculty & Staff Findings

AS ITS MANDATE STATES,

Memorial University is a public university serving the public good.

THE PUBLIC ENGAGEMENT FRAMEWORK (PEF)

outlines Memorial's core public engagement vision, values and goals, collaborating with internal and external partners.

TO STEWARD THE FRAMEWORK,

The Office of Public Engagement was founded, providing monitoring and evaluation.

TO EXPAND ON THE PEF,

A public survey was administered to the general population to evaluate public engagement at Memorial

OF THE 602 RESPONDENTS:

162

IDENTIFIED AS

Faculty and staff members



86%

OF RESPONDENTS

reside in St. John's, NL



1/4

OF FACULTY AND
STAFF

Identified as a member of a diverse group – disability, LGBTQ2S+, Aboriginal/Indigenous person, racialized person, or other.



66%

OF WHICH

were staff members

ONLY

17%

were faculty members



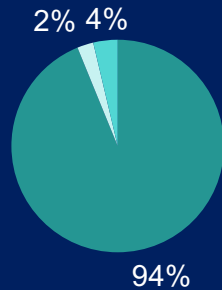
35-44

WAS REPORTED AS

the most common age range among faculty and staff

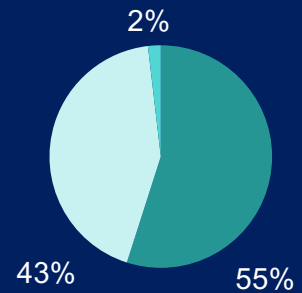
KNOWLEDGE OF PUBLIC ENGAGEMENT AT MEMORIAL

“Have you ever encountered the phrase ‘public engagement’ at Memorial?”



■ Yes
■ No
■ Can't Recall

“Have you had any contact with the Office of Public Engagement?”



■ Yes
■ No
■ Other

PREVIOUS AND POTENTIAL ENGAGEMENT

“Participate in a non-academic, Memorial organized activity that involves working with people outside the university”

HAVE DONE
20%

WANT TO
14%

Participating in a Memorial organized activity (non-academic) that involves working with people outside of the university was the most common “have done” item.

“Help conduct a publicly engaged research project”

HAVE DONE
7%

WANT TO
11%

Very few respondent reported being involved in a publicly engaged project, yet 65% of QuickStart and Accelerator funds (through OPE) were submitted by faculty and staff.

“Participate in a public engagement education or training opportunity”

HAVE DONE
11%

WANT TO
19%

Public engagement training or education opportunities were most desired by faculty and staff.

“Take a course that involves working with people outside the university”

HAVE DONE
6%

WANT TO
15%

The desire to partake in a course involving collaboration outside of the university was the second most common desire. This desire was highly expressed in the 2017 survey as well.

INSIGHTS TO CURRENT PUBLIC ENGAGEMENT AT MEMORIAL

In addition to faculty and staff’s past and presently engaged work, a key measure of the 2019 survey was the current opinion of engagement at Memorial as a whole.

1 – strongly disagree, 7 – strongly agree

2019

5.17

MUN is doing a good job engaging with the public

6.42

MUN has a responsibility to engage with the public

2017

3.48

Public engagement training and development

4.97

Public engagement in MUN’s mission and strategic planning

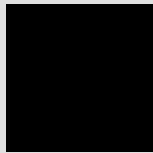


BARRIERS TO ENGAGING



Time constraints and work load was reported as the highest barrier to public engagement at Memorial University.

12% of respondents reported being **unsure of what is involved** as an active barrier to engaging the public.



Relevance to work was reported as the third highest barrier for public engagement capacity.

MOTIVATIONS FOR ENGAGING

Contributing to the community was the highest rated motivation for engaging.



Of respondents reported **meeting new people and networking** as a motivator to do publicly engaged work.

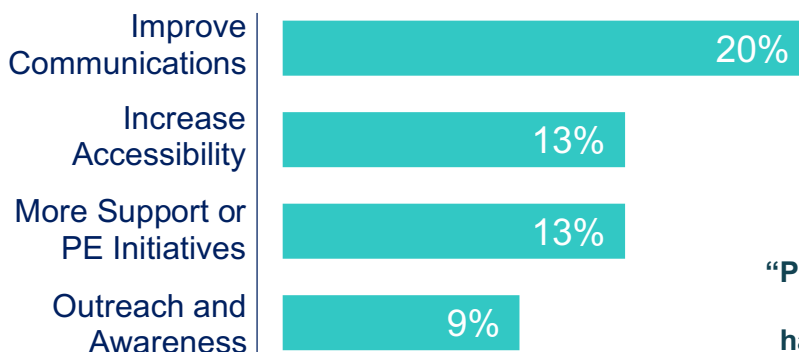
14%

The third most common rated motivation was the desire to **collaborate with the public to solve local problems.**



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?**"



"Support new initiatives. Take risks with community centered approaches."

"Provide easy, consistent ways for the public to find out about what is happening at the university and how they can get involved."



Other suggestions included increased **incentive and recognition** for faculty and staff



Increased **transparency**



And increased **public involvement** throughout the engagement process