

OFFICE OF PUBLIC ENGAGEMENT

**Annual Update
2022/2023**



Public Engagement



Message from Lisa Browne, Vice President, (Advancement and External Relations)

Public engagement is central to Memorial University's special obligation to this place. The relationship between Memorial and the people and organizations of Newfoundland and Labrador has shaped us, both as a university and as a province.

As we all navigate a broad range of challenges, from local to global, that sense of reciprocity is at the front of our minds. Our students, faculty, staff, and alumni are committed to making a positive difference, here in the province, and beyond. This is part of our reason for being, and it is a core element of our academic mission, but we couldn't do it without all of our valued public partners, working just as hard.

As we move ahead together, I feel optimistic that the many, strong relationships between Memorial and the people and organizations of Newfoundland and Labrador, and around the world, will continue to teach, enrich, and benefit us all.

Message from Dr. Robert Greenwood, Associate Vice President (Public Engagement and External Relations)



This has been a busy year for the Office of Public Engagement, as we work to support the collaborative work of Memorial students, faculty, staff and public partners.

Some of that work has seen us looking back at the past ten years of public engagement at Memorial. This year, the Office of Public Engagement released a major evaluation of Memorial's Public Engagement Framework. While the Framework has been celebrated as a best practice on the global scale (most recently by the OECD) it was important for us to understand the Framework's impacts on the people making public engagement happen, both inside and outside the university.

The results? Mostly positive, but with many opportunities to get better. You can see more about the evaluation on page 9. Perhaps the most striking thing we learned, or perhaps I should say "confirmed", is that the students, faculty and staff of Memorial are deeply committed to making a positive difference in the world.

It's a strong foundation to build from, as we turn our eyes to the future. A broad consultation about where public engagement at Memorial needs to go next will begin this fall. As we begin planning for the next phase of Memorial's public engagement strategy, we are excited to work together with folks from across the university and the public to deepen our relationships, collaborations, and our ability to serve the needs of our place(s).

About us

Memorial's Office of Public Engagement (OPE) is a pan-university unit that is the steward of Public Engagement at Memorial, and supports the engaged work of Memorial's students, faculty, staff, and public partners.

We offer funding opportunities that support collaboration between Memorial and the public, including community groups, not-for-profit organizations, industry and industry associations, governments and others.

OPE also provides regular public engagement education and training opportunities, including Engage Memorial virtual panels, and the Tandem newsletter.

Additionally, OPE supports Memorial's external relations work, including federal government relations and strategic initiatives like Cold Oceans and Arctic, Science, Technology and Society, otherwise known as COASTS.

A number of Memorial's public-focused units report through OPE, including:

The Leslie Harris Centre of Regional Policy and Development



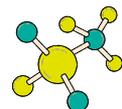
Alumni Engagement



Newfoundland Quarterly



Johnson Geo Centre



Memorial University Botanical Garden



Signal Hill Campus Operations, Conference and Event Services & Presidential Hosting



Public Engagement Funds and Awards, 2022/2023

The Office of Public Engagement administers five different funding and awards programs, each with a distinct purpose:

- Quick Start Fund for Public Engagement is a low barrier support to help develop new partnerships: up to \$2,500 each.
- The Public Engagement Accelerator Fund can help to take an existing partnership to the next level: up to \$10,000.
- The Catalyst Conference Fund is there to help organizers build meaningful public engagement opportunities into events and conferences: up to \$5,000.
- The Public Engagement Postdoctoral Fellowship is a chance for a new scholar to develop public engagement expertise through a focused project: up to \$25,000 (cost-shared with a faculty or department.)
- The President's Award for Public Engagement Partnerships is Memorial's highest honour for public engagement, and is awarded to an exceptional partnership between Memorial and a public collaborator: \$5,000.

All funding applications must include both a Memorial applicant and a public partner, and are adjudicated by committees consisting of students, faculty, staff, and members of the public.

In 2022/2023, the Office of Public Engagement distributed \$376,647.90 to support 51 projects through our funding and awards programs. Over 100 Memorial students, faculty, and staff, and over 100 public partners received support for their collaborations.

2022/2023 Project Highlights

We funded projects across all kinds of faculties, disciplines, and locations through our funding programs this year.

Highlights include:

A project that will create an advisory group focused on the social integration of female, African newcomers. The group will inform future research and projects, and will use African ways of knowing to support culturally relevant social integration (Kimberly Jarvis, School of Nursing and Leo Etchegary, the Association for New Canadians).

A place-making activity that explores the history, culture and identity of Corner Brook through dialogue and creativity. The program brings together Indigenous artists, local community groups, and the academic community to create participatory public art at the new Centre of Research and Innovation. (Peter Ride, Grenfell Campus School of Fine Arts and David Smallwood, the Rotary Arts Festival)

A project that will engage community members as scientists, to collect information about insects in NL. As numbers of insects drop across the globe, this project will serve as an incubator project to establish a master naturalist program in NL. (Tom Chapman, Faculty of Science and Marie Louise Astrup, NatureNL)

A university-NGO partnership that is developing a "living wage calculator" to help community and government decision-makers in social policy deliberations. (Russell Williams, Faculty of Humanities and Social Sciences and Josh Smee, Food First NL)

"This funding supports the involvement of diverse stakeholders in assisting in creating a safer community that cares and provides for those who are criminalized and, often for many reasons, marginalized."



Rose Ricciardelli (Research Chair, Safety, Security, and Wellness, School of Maritime Studies, Marine Institute) and Dan McGettigan (Director/Founder, Turnings) are collaborating on an OPE funded project that will help integrate community-identified needs and input into the development of a new correctional facility in St. John's.

Learning and Sharing

Committed to Place: Leading Engaged Universities to Support Thriving Communities and Regions

In July 2022, Memorial hosted a training event to help higher education administrators embed public engagement principles within the strategic leadership of their institutions.

The session was a partnership between OPE and Engagement Academy for Academic Leaders, adapting that group's award-winning training program for the Canadian context. The session included a research and experienced backed approach, illustrated with many successful Memorial PE projects and partnerships.

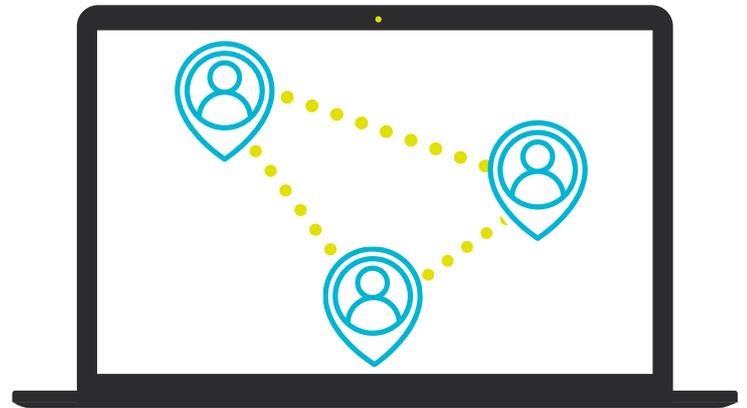


Engage Memorial

Engage Memorial is a regular series of virtual panel discussions featuring informed conversations between experienced public engagement practitioners from inside and outside the university.

It's a chance for engaged students, faculty, staff and public partners to share their successes and challenges related to engaged work.

This year, we hosted discussions about:



Building reciprocal relationships

How Public Engagement Impacts Research

Evaluating PE at Memorial

We are so grateful to the hosts and panelists who have shared their time and experience: thanks again!

Looking back at the past 10 years...Our evaluation results

The first phase of Memorial's Public Engagement Framework came to an end in 2020. At that point, OPE began a comprehensive review of the Framework's impacts since it was adopted in 2012. We wanted to understand the state of PE at Memorial, what is working, what isn't, and whether the Framework has achieved its goals.

The results? While the full evaluation report is nearly 300 pages long, there are three key points that can sum up a lot of what it contains:

1. PE is happening all across Memorial, in all faculties and schools, but it can look very different from unit-to-unit.

2. While PE activity has grown in the past ten years, there are still barriers limiting what is possible: some will be relatively easy to address, others are more complex.

3. Memorial students, faculty, and staff are committed to making a difference in the world through their work and collaborations.

Want to dig a bit deeper?

There are plenty of options to explore our results...



[Engage Memorial Panel Discussion about the evaluation](#)



[Full evaluation report, including case studies and methodology.](#)

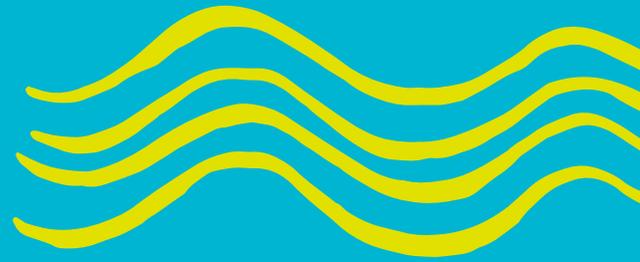


[Highlights report](#)



[Online dashboard \(sort our results according to your interests!\)](#)

Looking ahead



What's next for public engagement at Memorial?

Usually this is the part of the annual report where we share a list of the upcoming new initiatives, events, and funding opportunities that OPE plans to undertake in the following year. This year, though, there is one project (along with our usual programming) that is dominating our attention: the development of the next phase of Memorial's public engagement strategy.

The work has already begun: over the past months, OPE staff have been conducting discussions with all deans and many directors (depending on their focus area.) We have also convened a Public Engagement Strategy Steering Committee. The Steering Committee is composed of experienced public engagement practitioners from Memorial and from the public. They'll provide insight and oversight to the entire process, and will help draft the new strategy, in partnership with OPE staff.

This fall, the dialogue will enter a much more public phase, including campus and community sessions, conversations and focus groups with public partners, and sessions focused on key themes in public engagement.

From there, we'll work with the Steering Committee to draft the new strategy, using information gathered through the consultation and the evaluation processes. The draft will be shared with everyone that provides input, and will be finalized in partnership with the Steering Committee and OPE staff.

It will be a very busy year, but we hope that all of this work will help us move forward with confidence into the next phase of Memorial's public engagement story.

In the meantime, if you've got questions, ideas, or stories that you'd like to share, or if you'd like to find out more about how you can participate in either the consultation or our regular programming, please reach out to the Office of Public Engagement at engagement@mun.ca. With that, we'd like to wish you a safe and healthy summer season!

Sincerely
The Office of Public Engagement Team