

Public Engagement Impact



MEMORIAL
UNIVERSITY

Presentation to the Senate Planning and Budget
Committee

June 19, 2017

A PUBLIC UNIVERSITY
SERVING THE PUBLIC GOOD



Overview

- Public Engagement at Memorial
- Office of Public Engagement Programs
- Strategic External Relations
- Public Engagement Portfolio Units
- Looking Forward

**Public
Engagement**
at Memorial



MEMORIAL
UNIVERSITY

Public Engagement

at Memorial

Memorial's Mission

"Memorial University is an inclusive community dedicated to innovation and excellence in teaching and learning, research, scholarship, creative activity, service and public engagement."

Memorial welcomes and supports students and scholars from all over the world and contributes knowledge and expertise locally, nationally, and internationally."

Public Engagement at Memorial

Public Engagement Framework, 2012-2020, endorsed by Memorial's Senate on September 25, 2012:

"A Public University Serving the Public Good"

"Public engagement at Memorial encompasses collaborations between people and groups within Memorial and people and groups external to the University - i.e., the "public" - that further Memorial's mission."

Public Engagement Framework

- *Make a Difference!*
- *Mobilize Memorial!*
- *Enable engagement!*
- *Build bridges to engage!*

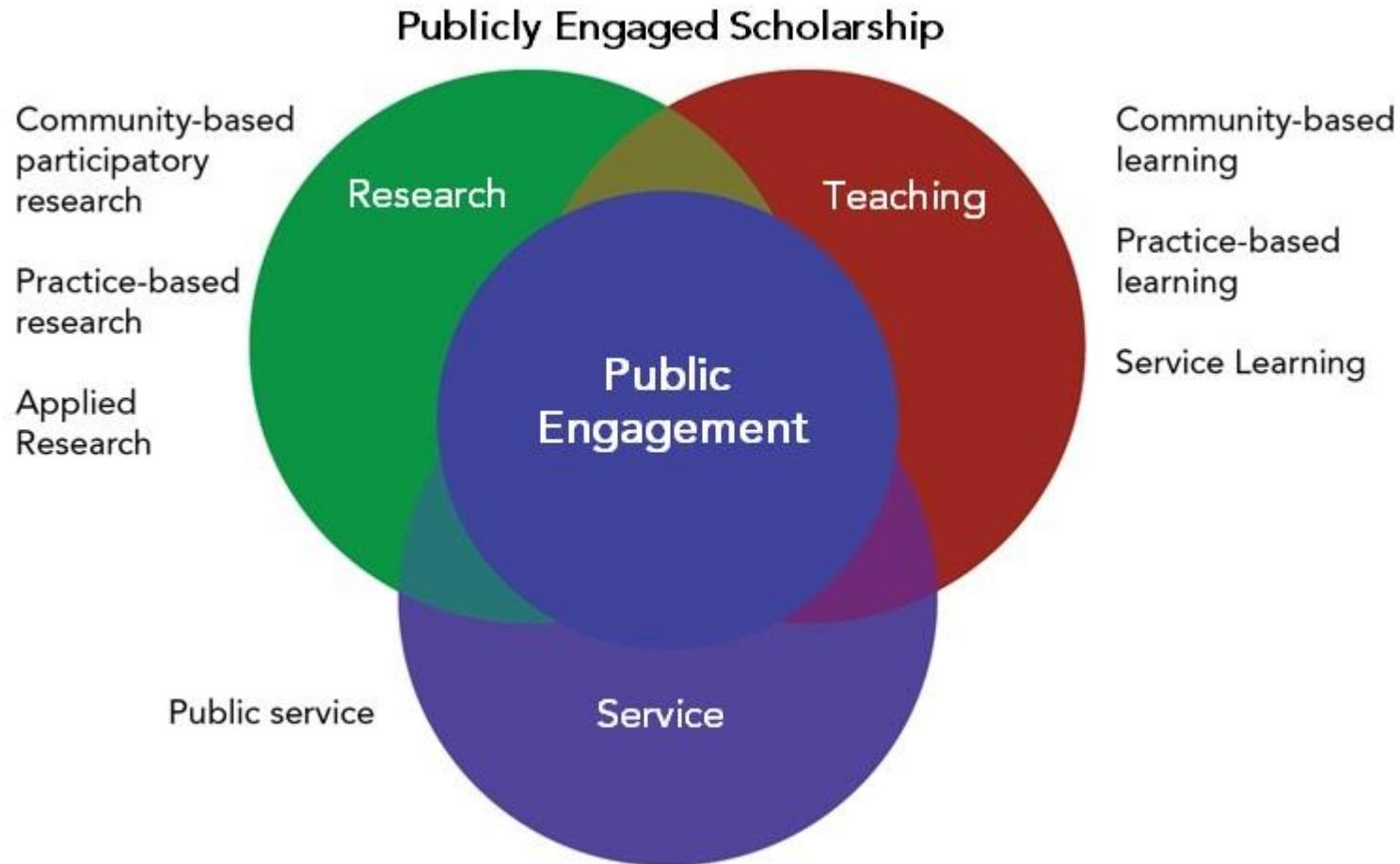


Public Engagement is:

Research

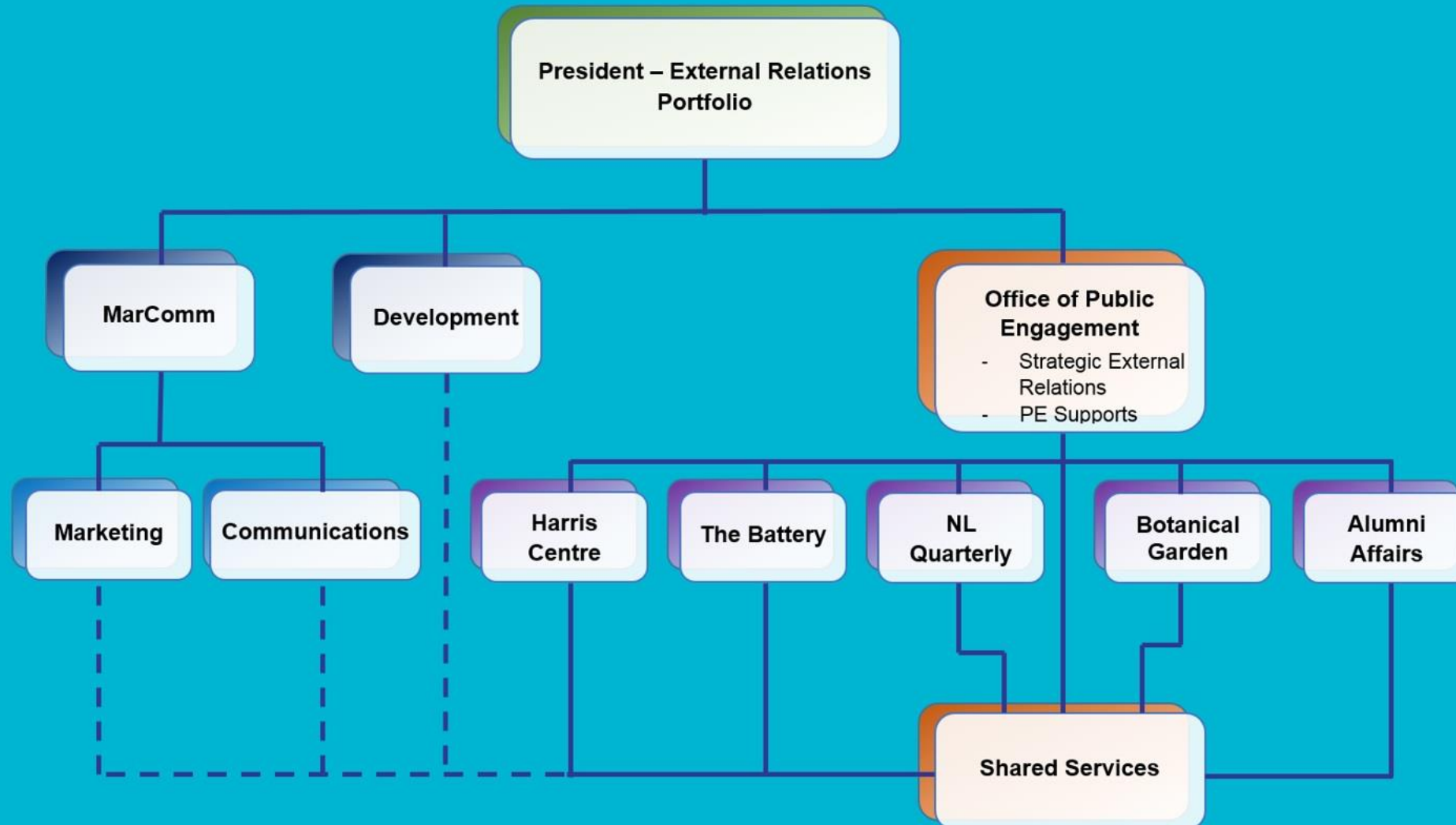
Teaching & Learning

Service



Adapted from: Commission on Community-Engaged Scholarship in the Health Professions. Linking Scholarship and Communities. Seattle, WA: Community-Campus Partnerships for Health, 2005.

Public Engagement Portfolio



Office of Public Engagement Programs



MEMORIAL
UNIVERSITY

Public
Engagement
at Memorial

The Quick Start Fund for Public Engagement

A small boost to get new projects off the ground (Up to \$1000)



The Quick Start Fund for Public Engagement

97

**Projects funded
since 2014**



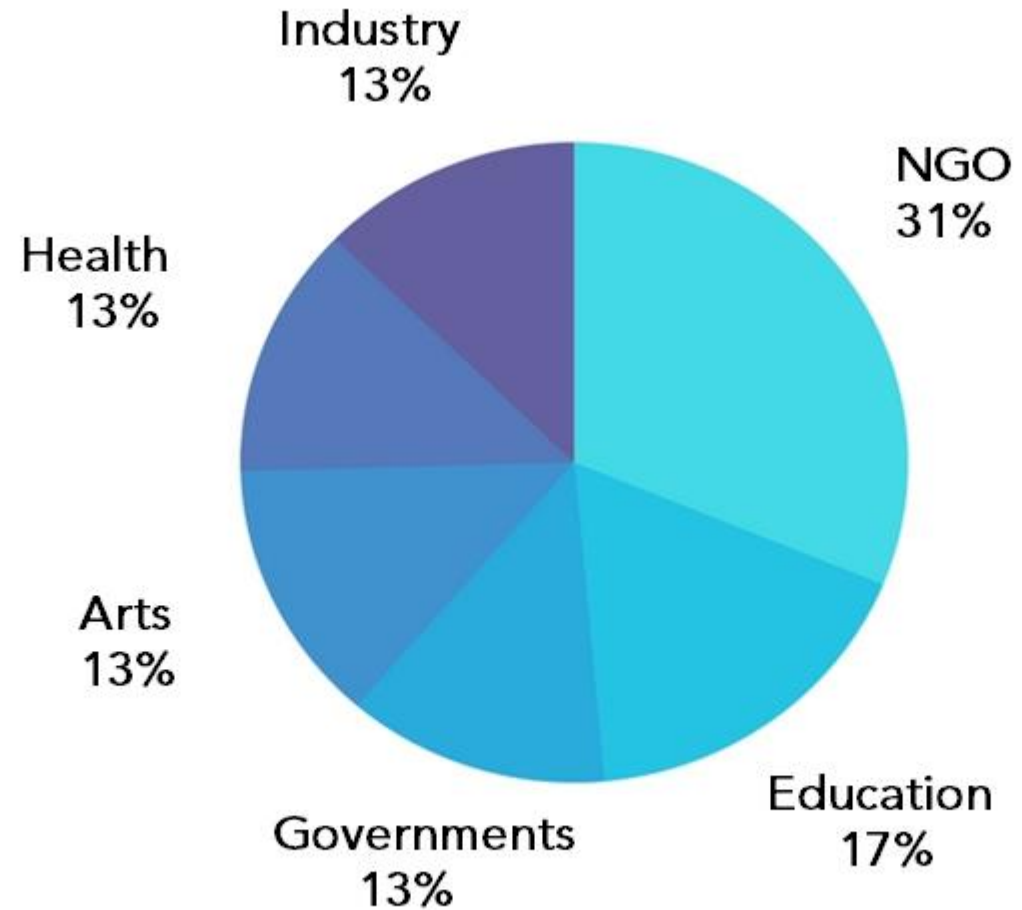
**totalling nearly
\$100,000**

**Quick Start
projects have
leveraged
over
\$330,000
in additional
funds**

**That's a 3:1
ratio**



173 organizations collaborated



Quick Start Impact

"...Wonderful program; it allowed me to start this project without delays. The team forged many relationships in the community and will use "lessons learned" in future offerings of the program..."

Dr. April Manuel, Nursing

Project Impact

Women's drop-in counselling

"There is nothing like this. This needs to be a forever thing"

"I was at rock bottom, suicidal... I received help at this clinic that I have never received anywhere else"

"This saved my life today"

Jenny Wright, Executive Director of the St. John's Status of Women Council, and Dr. Catherine de Boer, photo from the Telegram



The Accelerator Fund for Public Engagement

Supporting the initiation or extension of public engagement projects, up to \$10,000



The Accelerator Fund for Public Engagement

38

Projects funded
since 2015



totalling

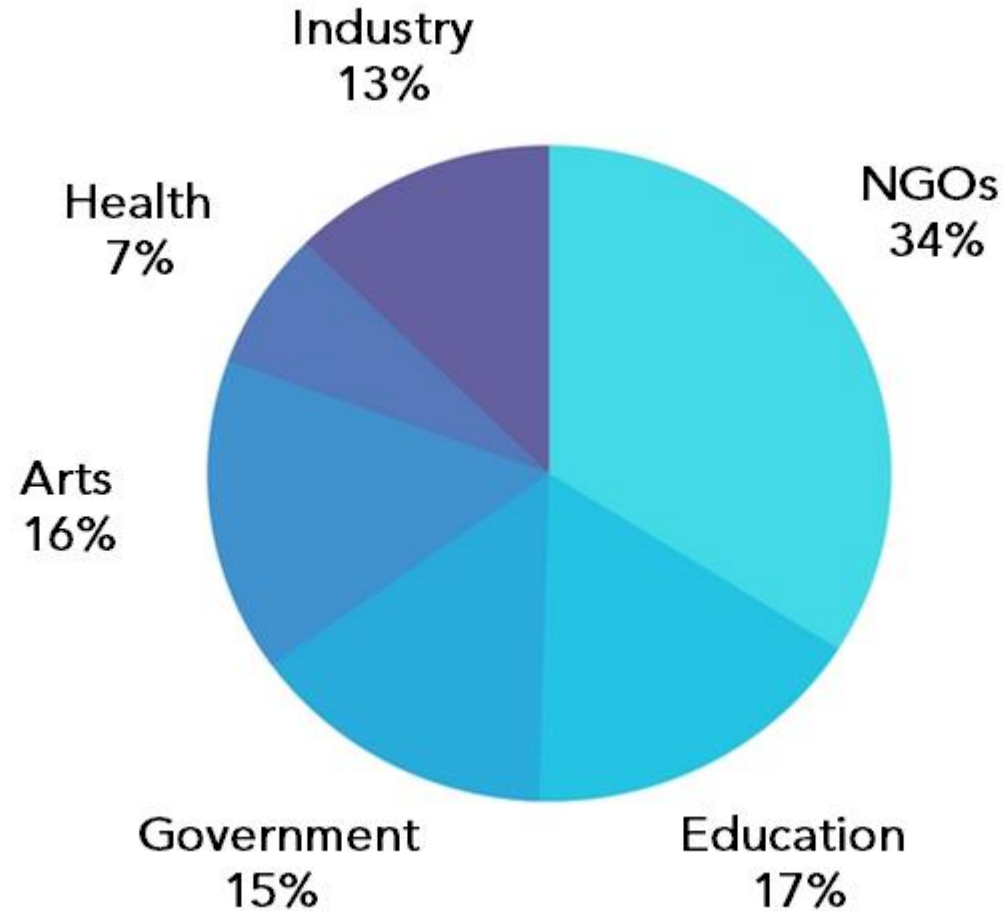
\$370,000

**Accelerator
projects have
leveraged
over
\$865,000
in additional
funds**

**That's a 2:1
ratio**



102 organizations collaborated



Accelerator Impact

"The Accelerator funding came at a critical time in our project, and gave us the opportunity to pilot SucSeed in a real way... It enabled a successful launch of the project that helped shape where SucSeed is today."

Lynn Morrissey, Assistant Professor and Enactus Memorial Faculty Advisor



Accelerator Impact

LABRADOR HYDROPONIC CO-OPERATIVE (Project SucSeed)

Designed for Indigenous rural
Arctic cooperatives, but extended
to 10 communities and 72 schools
in NL, NB and Nunavut

Received national and
international recognition



Engage Memorial

A series of events to help build capacity for public engagement at Memorial



Engage Memorial presented

Over 50
events
across NL



With a total of over



1,000
participants

PE Post Doctoral Fellowships

A bridge between
the academy and
the community, offered
in partnership by OPE,
a Memorial unit and
a community partner



Public Engagement Post-Doctoral Fellows



Dr. Pam Hall



Dr. Andrea
Procter



Dr. Ewa
Dabrowska



Dr. Halina
Sapeha



Uncle George Elliott in Main Brook is one of the few who still makes cast nets. They are complex working nets that traditionally were thrown into shallow water where capelin were rolling-coming ashore on beaches to spawn. Many users held the net in both hands and in their teeth- to

open it before "casting" it into the water, where the lead balls drew the net down around the fish, and the gathering lines drew the net into a bag to haul ashore. Uncle George knits the twine, makes the lead balls, and threads and ties the lines to ensure the net will function properly. He sells them directly and through the general store in Main Brook, and is worried no one is learning how to carry on this complex set of skills.

Cast net twine is knit "UNDER-HANDED" because the mesh is small.

On Knitting Knowledge: Understanding Socks

For people who do not knit, knitting seems magical- taking a single long line of wool and transforming it into something solid, functional and often beautiful. Knitters often do not use a pattern or write down the ones they create, and many women in rural Newfoundland have been knitting since childhood and "know it" from years of DOING.

Arts-Maria Curard in Big Bay writes down the patterns she designs to fit. Some are published on the Briggs & Little website.

Elmquist Socks (3ply) #921
 Cost m. 45 ct.
 36-38 rows.
 23 sts heel
 16 rows heel
 turn slipping garter (6 rows slip)
 pick up 40 sts heel
 40 sts foot
 34 rows foot
 take off.

In Cow Head you can buy "Poppy" socks at the museum craft store. They are hand-knitted pairs of odd socks and their name comes from a local knitter who remembers her grandfather (Poppy) always wearing odd socks. It would be dark in the pre-dawn morning when he reached into the drawer, and he would put on the first two socks he



with my own feet heels and toes

PE PDF Impact

"This is an exciting opportunity for me. I will be able to implement and share the public engagement processes I've developed through my work on the west coast, as well as develop and foster new techniques by looking to the community to help guide my work."

Dr. Pam Hall

The President's Award for Public Engagement Partnerships

A celebration of exemplary
community-university
collaboration, including a
\$5000 prize and video
produced by OPE and CITL



The President's Award for PE Partnerships

The Shea Heights Community
Alliance (2015)

NunatuKavut Research Ethics Project
(2015)

Double Mer Point: Implementing the
Rigolet Inuit Community
Government's Tourism Strategy
(2016)

Extra Judicial Measures (2016)



NUNATUKAVUT RESEARCH ETHICS PROJECT

"The NunatuKavut model has gathered a lot of attention, nationally and internationally. We've had a lot of people looking at it and saying well this is neat. This works."

Dr. Fern Brunger

"This project (..) means healthier communities."

Darlene Wall, NunatuKavut Community Council

Strategic External Relations



MEMORIAL
UNIVERSITY

Public
Engagement
at Memorial

Strategic External Relations

Pan-university Strategic Initiatives

- COASTS
- MUN Innovation Initiative
- Sustainable Northern Coastal Communities

External Relations

Strategic Communications



Cold Ocean & Arctic, Science, Technology & Society

Improve external connections, internal coordination, and communications to increase quality and impact of Memorial's cold oceans and Arctic work across the university



MUN Innovation Initiative

Improve external connections, internal coordination, and communications to increase quality and impact of Memorial's innovation support activities



Sustainable Northern Coastal Communities

Develop stronger connections with sustainable northern coastal community stakeholders and coordinate Memorial capacity to increase quality and impact of Memorial's sustainable northern coastal community activities



Strategic External Relations Impacts

- Strengthened connections with external partners:
 - Dramatically improved Memorial's profile with the federal government and other partners, including meetings with over 200 officials from 40 gov't departments and agencies
 - Ocean Frontier Institute partnership with Dalhousie and UPEI
 - Hosted national Government Relations Officer's conference
 - Memorial is a leader of University of the Arctic



Strategic External Relations **Impacts**

Assisted in securing over \$350 million in COASTS-related funding and partnerships since 2015, including:

- \$100 million for Core Science Facility
- \$240 million for Ocean Frontier Institute (with Dalhousie and UPEI, \$94 million from Federal gov't), which is anticipated to create 147 new positions:
 - 44 post-doctoral fellows
 - 40 doctoral students
 - 63 master's students.
- \$15 million for Animal Care Facility
- \$8.6 million for Battery facility



Public Engagement Portfolio Units



MEMORIAL
UNIVERSITY

Public
Engagement
at Memorial

The Leslie Harris Centre of Regional Policy and Development



Harris Centre events reach across NL

33 Regional Workshops

70 Memorial Presents

132 Synergy Sessions



With a total of nearly



15,000
participants

Harris Centre Applied Research Funds

165

Projects, province-wide



**Dozens of community, industry,
and government partners**



**\$2,097,789 to support applied
research into topics relevant to NL**

Harris Centre Impacts

"The report has been an eye opener... As small towns, we are talking more regionally vs. 'what happens in this town stays in this town.'"

Sheila Fitzgerald, Mayor of Roddickton-Bide Arm

"The biggest benefit is that we have knowledge, and we can use that information as municipal leaders to look forward and make plans, now."

Karen Oldford, President of Municipalities NL





THE BATTERY FACILITY

Battery Facility

- A hub for collaborating, learning, and connecting
- Fostering of partnerships, both inside and outside the University
- Residence for over 80 graduate students
- Grand opening September 2018



MUN

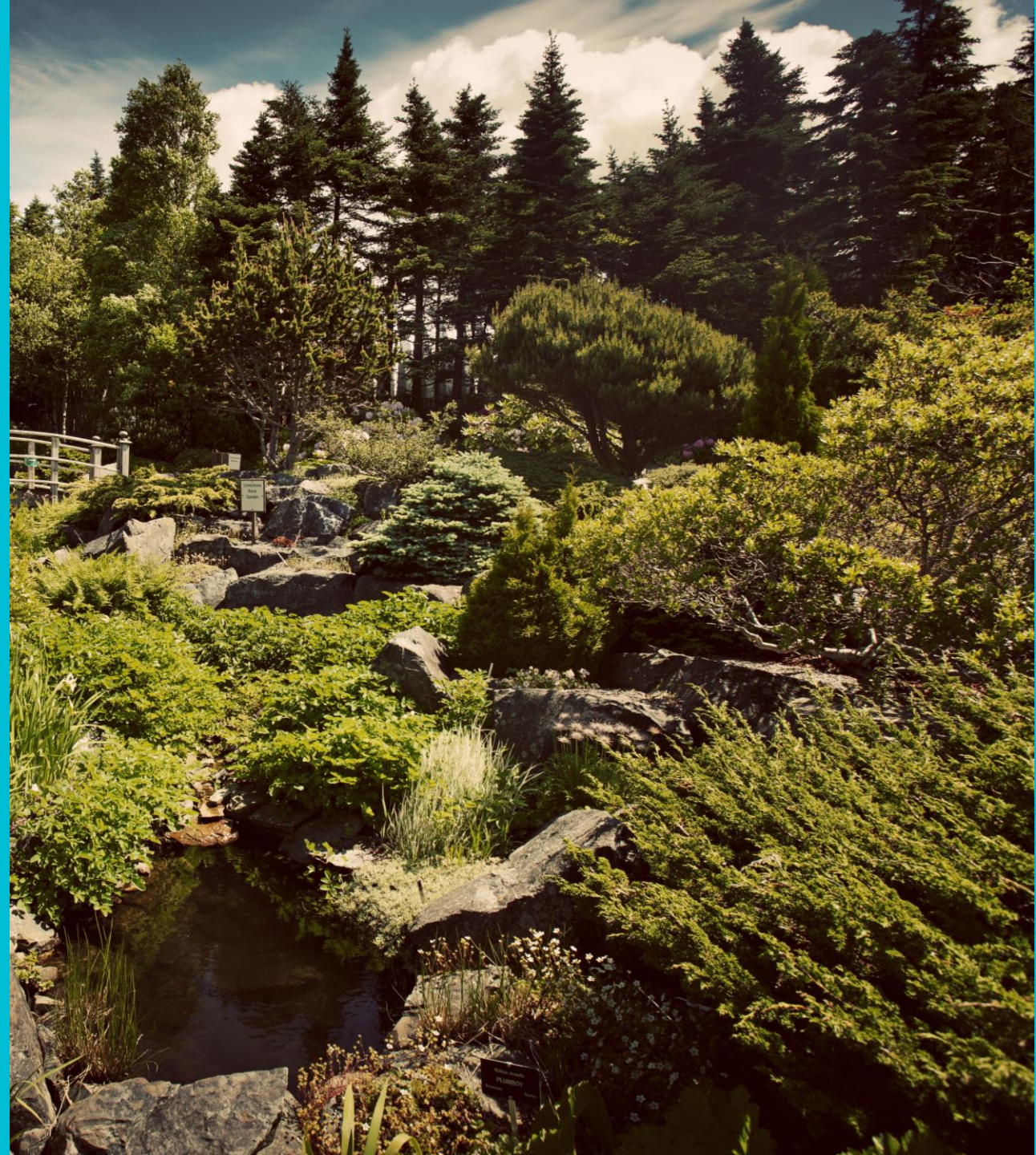
Botanical Garden



MUN

Botanical Garden

- Transition from SIE
- New leadership
- Strategic plan developed
- Emphasis on academy
(3 frameworks)
- Focus on financial health
- New Academic Advising
Committee met on June 14



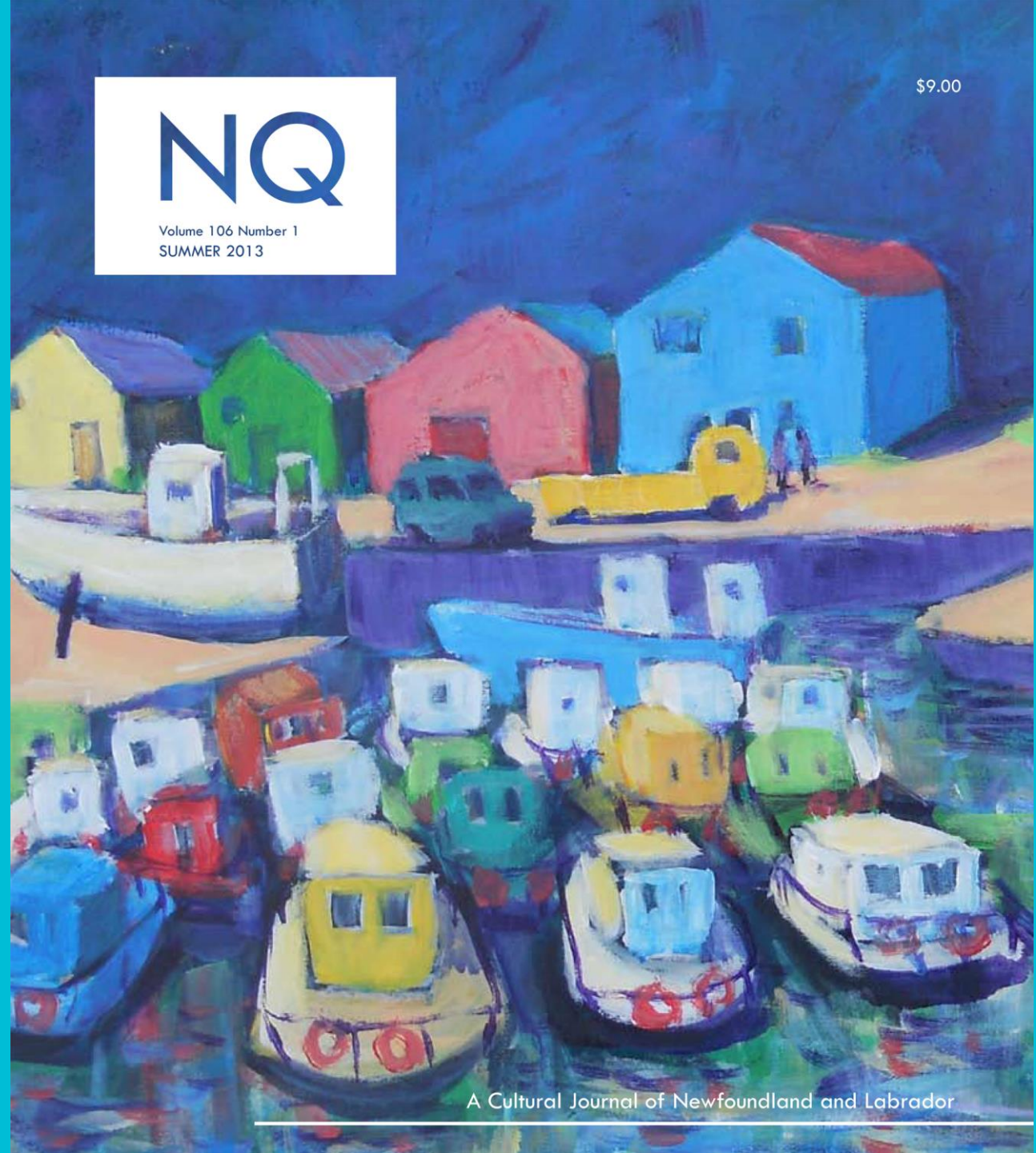
The Newfoundland Quarterly

A cultural journal of
Newfoundland and Labrador

NQ

Volume 106 Number 1
SUMMER 2013

\$9.00



A Cultural Journal of Newfoundland and Labrador

Recent Highlights

- Development of strategic plan
- Two-year pilot of Business Manager position
- \$90,000 grant to develop NQ online and celebrate Canada 150
- Exploring synergies with other MUN publications
- 2017 Launch of nqonline.ca, with 65,000 unique visitors

LOOKING FORWARD

- Introduction of competitive fund for academic conferences at the Battery
- Strengthening of M&E in collaboration with other frameworks
- Transitioning Alumni Affairs into Public Engagement
- Re-developed Yaffle launching tomorrow
- Sustainable Northern Coastal Communities (SNCC)



The Honourable Kirsty Duncan, Minister of Science with Glenn Blackwood, Vice President (Marine Institute), and the Honourable Judy Foote, Minister of Public Services and Procurement

Questions / Discussion



www.mun.ca/publicengagement
facebook.com/officeofpublicengagement
@EngageMemorial
engagement@mun.ca