Memorial University’s Public Engagement Framework 2012 – 2020
A Public University Serving the Public Good.

Our Vision
Our Vision is for Memorial University to be a world leader as an engaged public university, through our special obligation to the people of Newfoundland and Labrador.

Our Values
Memorial’s culture of public engagement will be guided by:
- Respect
- Equity and diversity
- Integrity, transparency and accountability
- Accessibility and responsiveness
- Excellence

Goals and Objectives of Memorial University’s Public Engagement

Goal 1. Make a positive difference in our communities, province, country and world.
1.1 Be a leader nationally and internationally in developing policies and programs that value and support effective public engagement.
1.2 Develop and improve processes, tools and resources to recognize and understand public needs, opportunities and priorities.
1.3 Mobilize knowledge, expertise and resources in support of the public good: social, health, economic, cultural and environmental.
1.4 Mobilize knowledge, expertise and resources in support of innovation and economic diversification.
1.5 Mobilize knowledge, expertise and resources to support the ability of individuals, groups, organizations and communities to participate in good governance.
1.6 Facilitate and participate in informed public dialogue.
1.7 Connect university expertise to non-degree and diploma learning opportunities.
1.8 Allocate available resources to areas of public engagement priority and seek incremental resources where priority areas are not adequately satisfied.

2.1 Create a culture throughout Memorial that values, facilitates and celebrates public engagement.
2.2 Develop and improve policies, structures and systems throughout Memorial that support public engagement.
2.3 Develop new and strengthen existing policies, tools and practices to support, encourage and celebrate faculty public engagement activities.
2.4 Increase and enhance experiential learning opportunities for students.
2.5 Support, encourage and celebrate undergraduate and graduate student public engagement activities.
2.6 Support, encourage and celebrate staff public engagement activities.
2.7 Provide training and mentoring in public engagement best practices for undergraduate and graduate students, faculty and staff.

Goal 3. Cultivate the conditions for the public to engage with us.
3.1 Work with others to identify strengths and limitations and provide appropriate supports to facilitate public engagement.
3.2 Contribute to building greater capacity for our external partners and collaborators through public engagement activities.
3.3 Collaborate with the College of the North Atlantic to harness our respective strengths in support of public engagement activities as a unified public post-secondary system for the province.
3.4 Recognize and celebrate our external public engagement partners and collaborators.

Goal 4. Build, strengthen and sustain the bridges for public engagement.
4.1 Enable sustained, responsive and coordinated public engagement partnerships.
4.2 Facilitate greater use of on-campus and off-campus facilities and resources through increased access, outreach and partnerships.
4.3 Increase ways for those outside Memorial to understand university systems and culture.
4.4 Increase ways for those outside Memorial to inform university decision-making.
4.5 Increase tracking and communication of Memorial’s public engagement resources, expertise and offerings.
4.6 Increase opportunities for and celebration of public engagement participation and contributions by Memorial’s alumni and other champions.