Background/Context
Memorial University of Newfoundland is a multi-campus, multidisciplinary university dedicated to creativity, innovation and excellence in teaching and learning, research, scholarship and public engagement. With campuses in St. John’s and Corner Brook, N.L., and Harlow, Essex, U.K., Memorial University welcomes students and scholars from all over the world, including more than 18,000 students from nearly 110 countries. Memorial’s inclusive community is committed to fostering and promoting ingenuity while contributing knowledge and expertise locally, nationally and internationally. Founded as a living memorial to our residents who died during the First World War, Memorial University has a special obligation to the people of Newfoundland and Labrador and is responsive to their professional and personal aspirations. To take a closer look at Memorial, visit www.mun.ca.

By supporting, pursuing and celebrating research excellence at Memorial, the university is contributing to the economies of Newfoundland and Labrador and Canada, while enhancing the research reputation of Memorial on a global platform and translating knowledge into products, practices and policies. Support offered through the Research Support Fund, through the Government of Canada, provides Memorial with the resources, equipment and administrative support to fulfill its purpose to the people of this province and beyond.

Memorial’s Research Strategy Framework, which was adopted in 2011, sets the vision, mission and guiding principles for research focusing on pursuing, supporting and celebrating excellence in all forms of research.

The Research Support Fund provides considerable support to Memorial, allowing the university to achieve its research goals by minimizing the costs incurred in five eligible expenditure areas:
- research facilities;
- research resources;
- management and administration of an institution’s research enterprise;
- regulatory requirements and accreditation; and
- intellectual property and knowledge mobilization.

Communications Goal
1. Bring awareness of the value and impact of the Research Support Fund program within the Memorial research community and the Canadian research environment.

Key Messages
- Memorial acknowledges and is grateful for the support of the Government of Canada, through the Research Support Fund;
- The continued support of the federal government allows Memorial to enhance its research reputation globally.

Key Stakeholders
**Internal Stakeholders**
The university community: This consists of faculty, staff, undergraduate and graduate students, post-doctoral fellows, alumni, senior leadership, and members of the university’s Board of Regents.
**External Stakeholders**
Included are the Government of Newfoundland and Labrador; Government of Canada; researchers; affiliates; industry partners; academic partners; Canadian taxpayers; donors; potential faculty, staff and students.

**Evaluating Success**
1. Number of communications and marketing materials developed to support the awareness of the program and acknowledge support of the program.
2. Leveraged channels to communicate Research Support Fund program and associated successes to each stakeholder group.

**Tactics**

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<thead>
<tr>
<th>Stakeholder</th>
<th>Goal/Objective</th>
<th>Tactics</th>
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<tr>
<td>Internal and external</td>
<td>Bring awareness to the value and impact of the Research Fund Program within the Memorial research community and the Canadian research environment.</td>
<td>• Enhance Memorial’s current Research Support Fund webpage, posting updated information related to the university’s “Performance indicators and target outcomes for 2021-2022”; b.) updating the university’s “Overview of allocation of grant funds at Memorial for 2021-2022”; and c.) updating communications strategy.</td>
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<td>external stakeholders</td>
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<tr>
<td>Internal and external</td>
<td>Promote the value and impact of the Research Support Fund program at Memorial.</td>
<td>• Memorial will recognize the Research Support Fund program in appropriate news stories published on institutional websites.</td>
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<td>external stakeholders</td>
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*Updated April 2021.*