Overview

• Harris Centre Overview
• Knowledge Mobilization
• Programs & Initiatives
• www.yaffle.ca
• The Harris Centre as Broker
• Conclusion: Key Points on Knowledge Sharing
• Future Partnerships or Opportunities?
Memorial University
Community / Regional Engagement

- Faculties and Schools
- Marine Institute
- Student Organizations (eg. SIFE)
- Student Services, Service Learning
- Grenfell Campus, Corner Brook
- Labrador Institute
- Genesis Group / Springboard
- Gardiner Centre
- International Centre
- Etc., etc., etc.

Harris Centre Mandate

- Established October 2004
- Coordinate and Facilitate the University’s Activities Relating to Regional Policy and Development
- Advise on Building the University’s Capacity
- Identify Priority Themes and Projects relating to:
  - Teaching
  - Research
  - Outreach
- Emerging role: Honest Broker
Knowledge Mobilization:
Harris Centre Perspective

- Continuum of inside-out, outside-in and co-production

**Ideally:**
- Engage stakeholders to define issues / needs / opportunities
- Involve partners in knowledge generation
- Ground-truth findings to inform conclusions
- Recognize independence of researcher
- Dissemination / application have many champions…

Harris Centre
Knowledge Mobilization Programs and Initiatives

- Public Presentations
- Invitation-only Sessions
- Targeted Research Funding
- Knowledge Exchange
- Packaging Research to Meet Needs
- Regional Workshops
- New Opportunity Identification: “one-pagers”
- Yaffle.ca
Responding to the Community: Example
Leading Tickles Marine Protected Area (MPA)

Exploits Valley Regional Economic Development Board
Requests Graduate Student research related to Leading Tickles MPA

Harris Centre circulates “one pager” on opportunity

Biology faculty member responds
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Department of Fisheries and Oceans (DFO) presents MPA needs
Faculty / graduate student work on proposals

Three proposals presented to DFO
DFO funds faculty / graduate student research (capelin, lobster, herring)
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The results
Funding for graduate student research
Research on MPA’s for improved fishery / coastal sustainability
One-pager Successes

- Over 75 faculty connected;
- New ferry design for Strait of Belle Isle;
- Theatre training with kids in Lab West;
- Studying Boom and Bust in Northern Mining Towns (SSHRC);
- Alternate energy in two northern Labrador communities;
- Studying male underachievement in the education system;
- Four seminars on e-marketing (paired leaders), approx 200 businesses;
- SIFE student team working with aboriginal youth on financial sustainability of a cultural museum;
- Dialogues (e.g., regional cooperation, historical significance);
- Feasibility Studies (Bottled Water, Bacon-Wrapped Scallops);
- KT: (e.g., Agriculture in Stephenville; sheep farmers coyote management in Placentia)

A ‘marketplace’ for information

- Regional Workshops
- Regional Councils
- Individual Submissions
- Other Sources

DEMAND

Lay Summaries
Book of Experts
Research Directory
Other Sources

SUPPLY
Yaffle Today

- Over 95,000 searches since public launch (Feb. 2009)
  - Accessed from 181 countries over 6 continents
  - Average of 125 users per day
- Graduate Students using Yaffle for thesis topics
- MITACS Identification of Internships
- Government, Community and Media constant users
- 2011 (so far) – over 20 new brokered projects

Yaffle Statistics & Next Steps

- 1550+ Lay Summaries
- 150+ Opportunities
- 900+ Researcher and Staff Expertise Profiles
- University of Alberta interest in adopting Yaffle; discussions under way
- Extension of Yaffle outside Memorial to research and knowledge mobilization partners within NL
The Harris Centre as Broker

- Mirrors Marketing Function: Need to Identify 3 Components:
  - Demand: research, teaching, outreach “pull”
  - Supply: Memorial capacity to deliver; “push”
  - Champions: make it happen
- Clarify roles: Lead / Partner / Support
- Clarify commitments and implementation
  - Contract Management / Project Management
  - Monitoring and Evaluation
- Communicate!
Key Challenges

- Building the brand: inside and outside the university
- Faculty rewards for promotion and tenure
- Focus; “not lose sight of the mundane whilst chasing the exciting” (Newcastle U., June 2009)
- Maintaining independence while brokering projects requiring funding
- Patience, taking the High Road when dealing with university politics / posturing
- Don’t over estimate capacity of community / NGOs / business / government, to engage
- Responding to demand; managing flow

Thank You!

Questions? Opportunities?!