

NIPISSING UNIVERSITY BOARD OF GOVERNORS

COMMUNITY RELATIONS COMMITTEE MEETING

OPEN SESSION

October 23, 2017

The Community Relations Committee of the Board of Governors met on Monday, October 23, 2017, at 1:30 p.m. in the Nipissing University Board Room (F303).

Members Present: Gord Durnan, Chair
Karl Neubert
Janet Zimbalatti
Kristen Ferguson (teleconference)
Cooper Allen
Ryan Hehn
Tyrel Somerville (non-voting)
Dr. Arja Vainio-Mattila (non-voting)
Cheryl Sutton (non-voting)
Christine Dowdall, University Secretary

Regrets: Mike DeGagné
Paul Cook
Derek Shogren
Sean Feretycki
Rose Jawbone

Guests: Maggie Daniel
Casey Phillips
Kelly Brown

Recording Secretary: Melinda DeBenedet, Secretary, Marketing & Communications

1. Welcome/Opening Remarks – Committee Chair, Gord Durnan

Chair Gord Durnan welcomed everyone to the meeting and shared an inspirational quote about how volunteering is contributing to the type of university we want Nipissing to be.

2. Update/Status of Economic Impact Study – Cheryl Sutton, VPFA

Cheryl Sutton, VPFA, informed the Board that a first draft of the economic impact study was recently received from KPMG. Work to finalize the report will continue over the next few weeks.

Members were encouraged to read the results of a Province wide economic impact report on the value of universities to the Provincial economy. The report can be found on the COU website.

3. Presentation: Current Community Outreach Initiatives – Kelly Brown, Manager, Marketing & Communications

As requested at the last meeting of this committee, the Manager of Marketing & Communications presented the findings on Nipissing's current community involvement (presentation and list appended to the PDF version of these minutes).

Representatives from NUSU also gave an overview of the many ways in which NUSU is involved in the community (also attached to the PDF version of these minutes).

Following the presentations, suggestions included adding a category for student and alumni community involvement, turning the documents in to a matrix to clarify the data (which would make it easier to use in other areas such as other Board committees), and keeping them as living documents so they can be continually added to/edited.

4. Other Business

It was proposed that the focus of the next meeting be on the economic impact study done by KPMG. It was also suggested that a discussion should take place on how we can best use the information from today's presentation on Nipissing's community involvement and how to transfer it to the community.

The Chair also asked that the next meeting of this committee be scheduled for one hour instead of 45 minutes.

5. Adjournment

The meeting was adjourned at 2:15 p.m.

Recording Secretary

Committee Chair

NIPISSING 25
UNIVERSITY
Charter Anniversary 1992-2017

North Bay Community Involvement



Marketing/Communications/Recruitment

Marketing

- Annual Publications: Student Guide; Transfer Guide; Acknowledgement Folder; Program brochures + collateral; Residence brochure; New Student Orientation materials.
- Annual Digital Ad campaigns with both daily community news publications: BayToday; and the Nugget;
- Social Media Accounts: (all news releases, regular news items/university events) Facebook; Twitter; Instagram; SnapChat;
- Cineplex Video Ad Campaign: North Bay + all key regions
- Pack Your Bag Initiative (luggage tag sent to all high school students with Offer of Admission – SM spin-offs);
- Student Blog (For high school students by University students)
- Weekly News Article Distribution (BOG; UMG)

Communications:

- News releases (approx. 250 annually – sent out to all local and provincial media);
- NU News (weekly – goes to internal, all media, feeds Alumni Newsletter, friends of the University (eg. Alumni, government, etc.)
- Media Relations (provide comment and expertise)
- Crisis Communications (working with community/Canadore e.g. medical outbreaks, Good Neighbour Program)
- Videos (North Bay/community/university, sexual assault, etc.)

Recruitment Office:

- High School Visits;
- 2 Open House Events Annually; Grad Studies Info Fair; Campus Tours;

Placements

Bachelor of Education

- Schools in North Bay + across Ontario

Nursing

- Local hospitals, clinics & community agencies

Business iLEAD

- Business students opt to complete field placements at various organizations as part of the iLEAD Business Experience Certificate (local + Provincial + International)

Social Work Field Education

- Over 50 local agencies, including: Amelia Rising, Aids Committee, Big Brothers Big Sisters, CAS, Heart and Stroke Foundation, Crisis Centre, Marina Point, One Kids Place, Yes Employment.

Criminology & Criminal Justice

- Over 20 local agencies, including: North Bay Police Service, Victim Witness Assistance Program, Military Police, CAS, Patrick 4 Life, North Bay Food Bank.

BPHE

- Students complete 50 hours of community placements in years 3 & 4, and the practical program utilizes instructors and facilities across the community, including: North Bay Health Unit, Manual Physio Solutions, St. John's Ambulance, 22 Wing, North Bay Battalion, Gymtrix, Nordic Ski Club, etc.

Internships

Business

- Students opt to complete an internship to gain real world experience at organizations including, but not limited to: J.S. Redpath, Children's Aid Society, North Bay Regional Health Centre, Biomass North Development Centre, Co-Operators Insurance & Financial Services.

iiON Youth Entrepreneurship Placement Program (YEPP)

- Funded by FedNor and Ontario Trillium Foundation, internships for Business students interested in innovation and entrepreneurship

Arts & Science Programs

- Internships at local businesses including: City of North Bay Water Treatment Plant, North Bay & District Humane Society, Gateway Theater, Amelia Rising.

Research

Faculty of Arts & Science

- Various faculty doing research with many local organizations, including: Dokis First Nation, Amelia Rising, Union of Ontario Indians, AIDS Committee of North Bay and area, Nipissing First Nation, Ministry of Natural Resources and Forestry – Dorset Research lab

Schulich School of Education

- Dr. A. Schinkel-Ivy – Currently working to engage older adults in the community to participate in the first study in her research program.
- Bill Steer – Founder of the Canadian Ecology Centre

Office of Indigenous Initiatives

- Cindy Peltier – On-going consultations with Nipissing First Nation to develop community-based research, and as a consultant with the North Bay Parry Sounds District Health Unit regarding Indigenous research and protocols to examine perceived health services needs of the homeless population in urban North Bay.

Department of Social Work

- M.P. Sullivan – Research with Alzheimer Society Sudbury-Manitoulin and North Bay
- A. Wagner – Research with Muskoka Parry Sound Sexual Assault Services

School of Nursing

- Faculty are engaged in health research in a variety of setting within the community

Partnerships

Nursing

- RPN to BScN partnerships with over 200 health care agencies in Ontario including local hospital;

School of Business

- E-Hub (on-campus entrepreneurship activities) - a partnership between Nipissing University, The Business Centre, Canadore College and iiON.

Department of Social Work

- Teaching partnership with People for Equal Partnership in Mental Health
- Community Advisory Circle with Children's Aid Society, Near North District School Board, Community Counselling Centre, Canadian Mental Health Association

Bachelor of Physical and Health Education

- Granite Club for introductory curling lessons, and ongoing relationship with Apollo Gymnastics

Criminal Justice

- North Bay Police; West Nipissing Police; Ministry of Community Safety and Correctional Services; Canadore College; North Bay Crown Attorney Office; all 4 local school boards.

Schulich School of Education

- Eddie Band – an opportunity to partner with community members of North Bay
- NU Reads – a community initiative that involves teacher candidates working with children in the North Bay community to support literacy growth

Faculty of Arts and Science

- Nipissing First Nation; Near North Media Lab; NB Chapter of Professional Engineers;

Library

- PALS program – partnership with the libraries in the Blue Sky Region

Sponsorships

Marketing Department

- YLCC Media film sponsorship of “Rising Above”, and anti-bullying movie playing in Cineplex theaters (North Bay + Ontario)
- 2018 Ford World Women’s Curling Championships being held in North Bay
- Ontario School Counsellors Association Conference (includes counsellor from North Bay)
- “18 Degrees” – a play by Maureen Cassidy, daughter of former Dean and Professor at Nipissing, Dr. Robert Cassidy.

VP Academic and Research

- Annual membership to the North Bay & District Chamber of Commerce

School of Business

- Annual business excellence award for students from Chippewa Secondary School in North Bay
- Stock market simulation competition for high school students
- DECA (formerly Delta Epsilon Chi and Distributive Education Clubs of America) provincial competition for over 7,500 high school students across Ontario
- Ontario Business Educators Association annual conference – high school teachers across Ontario

Committees

Indigenization Steering Committee

- Led by Dr. Cindy Peltier, Chair of Indigenous Education, includes representation from the Nipissing University Aboriginal Council of Education (2 seats)

Aboriginal Advantage Program

- Offered by the Faculty of Arts & Science to support the transition to university of Indigenous learners

Learning Together Planning Committee

- Schulich School of Education. Committee is comprised of community members working in areas that support young learners. The Schulich School helps to run the annual Learning Together event in North Bay

Events/Hosting

Events hosted by Nipissing where the North Bay Community is involved/invited, include:

- FIRST Robotics competition; NB Science Fair;
- School of Business “Challenge Bowl” (annual case competition for local high school business students);
- Office of Indigenous Initiatives: Enji Giigdoyang Speaker Series; Indigenous Week, Reconciliation North Bay, Biidaaban Community Services-Learning and Wiidooktaadwin Indigenous Mentorship program training, annual round dance;
- 25th Anniversary (Faculty Speaker Series, Farmers Market booth, NU25 Doors Open, Flag Raising, Birthday Party)
- Conferences/Speakers (e.g. Undergraduate Research Conference; Annual History Speaker Series; Psychology Speaker Series; Math Circles; Northern Interprofessional Collaborative for Health Education (NICHE); International Women’s Week; etc.);
- Athletic Events (Varsity sports; Championship games; and OFSSA events);
- NUSU: Shinerama;
- Alumni: Homecoming;
- Schulich School of Education – Professional Week and Education Career Fair;

Community Events that Nipissing participates in:

- Big Bike Ride; Pride March; Christmas Parade float; Speaking at Canadian Institute of Mining events; One Pledge Campaign; Take Back the Night; Good Neighbor Campaign.

Volunteerism

Department of Social Work

- M.P. Sullivan – Alzheimer Society Sudbury Manitoulin and North Bay
- A. Spencer – Recently applied to One Kids Place as a potential Board Member
- A. Wagner – Muskoka Community Foundation grants committee member and vital signs project member

School of Criminology and Criminal Justice

- Near North District School Board
- Winter Classics Participation
- Health & Fitness Volunteer
- Canadore Presentations
- Community Advisory Committee – Police Foundations, Community Justice Services
- Alpha Phi Sigma – Student Honour Society

Wiidooktaadwin Indigenous Mentorship Program

- Connects Indigenous youth (grades 9 – 12) in the community with Indigenous University students and organizes two Indigenous Youth Leadership Conferences annually

Schulich School of Education

- Dr. J. Corkett – Canadian Mental Health Association, Muskoka-Parry Sound Branch: Board of Directors, Chair of the Board Education Approval Committee, and co-chair of the Membership and Annual General Meeting Committee



NIPISSING

U N I V E R S I T Y

Charter Anniversary 1992-2017

North Bay Community Involvement

Marketing/Communications/Recruitment

Marketing

- Annual Publications: Student Guide; Transfer Guide; Acknowledgement Folder; Program brochures + collateral; Residence brochure; New Student Orientation materials.
- Annual Digital Ad campaigns with both daily community news publications: BayToday; and the Nugget;
- Social Media Accounts: (all news releases, regular news items/university events) Facebook; Twitter; Instagram; SnapChat;
- Cineplex Video Ad Campaign: North Bay + all key regions
- Pack Your Bag Initiative (luggage tag sent to all high school students with Offer of Admission – SM spin-offs);
- Student Blog (For high school students by University students)
- Weekly News Article Distribution (BOG; UMG)
- Websites: nipissingu.ca and ibelongatnipissingu.ca
- Case for Support brochure
- Case Statement brochures
- Pop-Up banners
- In-Ice logo at Memorial Gardens
- Magazine Advertisements: Ontario School Counsellors Association Magazine, Canadian School Counsellors Associations Magazine, Graduate Studies Guide, Careering Magazine.
- Email Campaigns: SchoolFinder, GradeSchoolFinder, ChatterHigh
- Ontario Universities' Fair (responsible for creation of event booth, breakout session room, and all materials distributed)
- Community events advertised on TV screens around campus

Communications:

- News releases (approx. 250 annually – sent out to all local and provincial media);
- NU News (weekly – goes to internal, all media, feeds Alumni Newsletter, friends of the University (eg. Alumni, government, etc.)
- Media Relations (provide comment and expertise)
- Crisis Communications (working with community/Canadore e.g. medical outbreaks, Good Neighbour Program)
- Videos (North Bay/community/university, sexual assault, etc.)
- Speaker Series & other events (Niche Conference, Robotics, Funding events, etc.

Recruitment:

- High School Visits;
- 2 Open House Events Annually; Grad Studies Info Fair; Campus Tours

Placements

Bachelor of Education

- Schools in North Bay + across Ontario

Nursing

- Local hospitals, clinics & community agencies

Business iLEAD

- Business students opt to complete field placements at various organizations as part of the iLEAD Business Experience Certificate (local + Provincial + International)

Social Welfare and Social Development Community Service Learning

- Students participate in community service learning for social development through the course: *SWLF 2995: Community Service-learning for Social Development*. Placements are organized by the Biidaaban office.

Social Work Field Education

- Over 50 local agencies, including:
 - Amelia Rising Sexual Assault Centre of Nipissing
 - Alzheimer's Society
 - Aids Committee of North Bay and Area
 - Autism Ontario
 - Big Brothers Big Sisters
 - Canadian Mental Health Association
 - Cassellholme
 - Children's Aid Society
 - Chartwell Barclay House Retirement Residence
 - City of North Bay (Recreation/Leisure Dept. & Economic Development Dept.)
 - Community Counseling Centre of North Bay
 - Local Health Integration Network-North East-Community Care Access Centre
 - Community Living North Bay
 - Crisis Centre North Bay
 - District of Nipissing Social Services Administration Board
 - Heart and Stroke Foundation
 - Hands The Family Help Network
 - North Bay Indian Friendship Centre
 - Learning Disability Association of Ontario
 - Low Income People Involvement of Nipissing
 - Marina Point
 - Metis Nation of Ontario
 - Military Family Resource Centre
 - Near North District School Board
 - Nipissing First Nation-The Right Path
 - Nipissing Parry Sound Catholic District School Board

- Nipissing University Student Union
- Nipissing University Student Development and Services
- Conseil scolaire catholique Franco-Nord
- Nipissing Transition House
- North Bay Chamber of Commerce
- North Bay Multicultural Centre
- Ministry of Community Safety Correctional Services: North Bay Jail
- North Bay Regional Health Centre
- The Mental Health Clinic: North Bay Regional Health Centre
- North Bay Recovery Home
- North Bay Nurse Practitioner Led Clinic
- One Kids Place
- Brain Injury Association of North Bay
- Ministry of Community and Social Services: Ontario Disability Support Program
- People for Equal Partnership in Mental Health
- Physical Handicapped Adult Rehabilitation Association
- Ministry of Community Safety Correctional Services: North Bay Adult Probation
- Ministry of Child and Youth Services: Youth Justice Services
- The Salvation Army
- True Self- Debwewendizwin
- Victim Services of Nipissing District
- Veterans Affairs Canada
- Yes Employment Services

Social Work Community Site Visits, Staff and/or Management Presentations

- Amelia Rising – Aug 29
- Nipissing University- Student Development Services- Sexual Violence Prevention and Education Outreach - Sept 7
- Crisis Centre - Sept 14
- North Bay Nurse Practitioner Led Clinic - Sept 14
- Marina Point - Sept 15
- Nipissing First Nation - The Right Path - Sept 19
- Adult Probation – Sept 19
- Canadian Mental Health Association - Sept 20
- Veterans Affairs - Sept 26
- Mental Health Clinic - NBRHC - Oct 5
- Children's Aid Society - (currently exploring dates for Oct 16-27)

Criminology & Criminal Justice

- Over 20 local agencies, including:
 - North Bay Police Service
 - Ontario Provincial Police (North Bay, Mattawa, Trout Creek detachments as well as HQ)
 - Crisis Centre North Bay (Future's, Attendance Centre, Near North

- Detention Centre, Attendance Centre)
- Victim Witness Assistance Program
- Community Counselling Centre of Nipissing
- Big Brothers/Big Sisters
- Widdifield Secondary School
- Military Police
- West Nipissing Police Service
- Anishnabek Police Service
- Ministry of Community Safety and Correctional Services
- North Bay Jail
- Probation and Parole
- Ministry of the Attorney General (North Bay Attorney's Office)
- Canadian Border Services Agency
- Correctional Services Canada
- Canadian Anti-Fraud Centre
- Children's Aid Society
- Erin Lainevoal (Attorney)
- One Kid's Place
- The Gathering Place
- Elizabeth Fry Society
- YES Employment
- Patrick 4 Life
- North Bay Food Bank

BPHE

- Students complete 50 hours of community placements in years 3 & 4, and the practical program utilizes instructors and facilities across the community, including:
 - Aids Committee North Bay
 - North Bay Health Unit
 - North Bay Hospital
 - Manual Physio Solutions
 - Trotibus (Walking School Bus) – Canadian Cancer Society/North Bay Parry Sound
 - District Public Health Unit
 - St. John's Ambulance
 - The Centre For Pulmonary Rehabilitation
 - 22 Wing
 - Big Brothers Big Sisters
 - Blue Sky Family Health Team
 - Special Olympics
 - North Bay Health Unit
 - North Stars
 - Timbits Hockey
 - Trisfit
 - Crossfit705
 - Martel & Mitchell Physio
 - St. Joseph Scollard Hall

- Canadore College - Occupational Therapy
- Pro Sports Management
- Therapeutic Solutions
- North Bay Battalion
- East Holme
- Widdifield High-School
- West Ferris High-School
- North Bay Canoe And Kayak Club
- Laurentian Ski Hill
- Gymtrix
- North Bay Nordic Ski Club
- One Kids Place
- Near North District School Board
- Sport North Bay
- Spartans 3-On-3 Basketball

Internships

iLEAD Business

- Students opt to complete an internship to gain real world experience at organizations including, but not limited to: J.S. Redpath, Children's Aid Society, North Bay Regional Health Centre, Biomass North Development Centre, Co-Operators Insurance & Financial Services.

iiON Youth Entrepreneurship Placement Program (YEPP)

- Funded by FedNor and Ontario Trillium Foundation, internships for Business students interested in innovation and entrepreneurship

Arts & Science Programs

- Internships at local businesses including:
 - North Bay & District Humane Society
 - North Bay Parry Sound (NBPS) District Health Unit
 - Airport Animal Hospital
 - DMG Naturopathic Clinic
 - City of NB, Water Treatment
 - Springer Animal Hospital
 - FDM4 (experiential learning: mathematics, computer science, fine arts, and English/professional writing)
 - Amelia Rising/Sexual Assault Centre of Nipissing
 - North Bay Public Library
 - Gateway Theatre, North Bay
 - City of North Bay

Research

Faculty of Arts & Science

- Various faculty doing research with many local organizations, including: Dokis First Nation, Amelia Rising, Union of Ontario Indians, AIDS Committee of North Bay and area, Nipissing First Nation, Ministry of Natural Resources and Forestry – Dorset Research lab

Schulich School of Education

- Dr. A. Schinkel-Ivy – Currently working to engage older adults in the community to participate in the first study in her research program.
- Dr. Greg Rickwood – conducted research projects with teachers/principals/parents in North Bay and surrounding area schools
- Julie Corkett – conducted research in the community for her studies on exploring the writing abilities of students with learning disabilities, and the implications of the use of assistive technologies with persons who have a learning disability.
- Bill Steer – Founder of the Canadian Ecology Centre
- Glenda Black – Principle investigator with “Transitions to Community” pilot project, which facilitates the transition of families with adult learners attending Nipissing University and Canadore College in to the North Bay community.

Office of Indigenous Initiatives

- Faculty research in collaboration with Indigenous communities has received support from the Social Sciences and Humanities Research Council and Canada Institute of Health Research. These research projects centre reciprocal relationships with regional Anishnaabe communities.
- Community Engagement Plan for Research Involving Aboriginal Peoples and Communities. The Office of Indigenous Initiatives administers this Community Engagement Plan, which is in alignment with the Tri-Council Policy Statement 2 on ethical research involving Aboriginal peoples and communities to ensure researchers have developed a plan to engage with Aboriginal peoples and communities in advance of submitting their Research Ethics Board protocol.
- Cindy Peltier – On-going consultations with Nipissing First Nation to develop community-based research, and as a consultant with the North Bay Parry Sounds District Health Unit regarding Indigenous research and protocols to examine perceived health services needs of the homeless population in urban North Bay. She was also requested to sit on the Nipissing Educators Working Group - a community-based research committee to develop and support the integration of Anishnaabeg histories and ways of knowing in learning spaces.

Department of Social Work

- M.P. Sullivan – Research with Alzheimer Society Sudbury-Manitoulin and North Bay
- A. Wagner – Research with Muskoka Parry Sound Sexual Assault Services

School of Nursing

- Faculty are engaged in health research in a variety of setting within the community

Research Partnership Between Nipissing University, Amelia Rising Sexual Assault Centre of Nipissing, the Union of Ontario Indians, and the AIDS Committee of North Bay and Area.

- This is a SSHRC-funded research partnership between Nipissing University, Amelia Rising Sexual Assault Centre of Nipissing, the Union of Ontario Indians, and the AIDS Committee of North Bay and Area. The research group is mapping patterns of exploitation and community resilience with regard to sex trafficking in northeastern Ontario – conducted by L. Chen (Social Welfare & Social Development) & R. Nagy (Gender Equality & Social Justice)

Partnerships

Nursing

- RPN to BScN partnerships with over 200 health care agencies in Ontario including local hospital;
- Collaborative program partnered with local hospital for a large portion of their clinical placements, as well as partnerships with long-term care agencies, community agencies and family homes.

School of Business

- E-Hub (on-campus entrepreneurship activities) - a partnership between Nipissing University, The Business Centre, Canadore College and iiON.

Department of Social Work

- Teaching partnership with People for Equal Partnership in Mental Health
- Community Advisory Circle with Children's Aid Society, Near North District School Board, Community Counselling Centre, Canadian Mental Health Association

Bachelor of Physical and Health Education

- Granite Club for introductory curling lessons, and ongoing relationship with Apollo Gymnastics to provide introductory movement lessons for BPHE students

Criminal Justice

- North Bay Police; West Nipissing Police; Ministry of Community Safety and Correctional Services; Canadore College; North Bay Crown Attorney Office; all 4 local school boards.

Schulich School of Education

- Eddie Band – an opportunity to partner with community members of North Bay

- Partnership with Music Makes us North Bay, which provides opportunities for music workshops for P/J/I teachers and teacher candidates.
- Eddie Band – an opportunity to partner with community members of North Bay
- NU Reads – a community initiative that involves teacher candidates working with children in the North Bay community to support literacy growth
- Books for Brook – a community initiative that seeks to bring books into the North Bay community in memory of Brook Doseger, a graduate of our Concurrent Education program.
- The Schulich School of Education will host the Canadian Symposium on Indigenous Teacher Education in May, 2018. They are proposing a partnership with Nipissing First Nation for the Symposium so that parts of the symposium will take place at Nipissing First Nation.
- Dr. L.M. Parr – Member of the Provincial Crown Ward Championship Team which partners with local CAS Agencies, School Boards, and other youth agencies on their Provincial Crown Ward Championship Team endeavors

Faculty of Arts and Science

- Nipissing First Nation; Near North Media Lab; NB Chapter of Professional Engineers

Library

- PALS program – partnership with the libraries in the Blue Sky Region

Office of Indigenous Initiatives

- The Biidaaban Community Service-Learning program supports Indigenous (First Nations, Metis and Inuit) learners in grades K-12 through after-school programs, early learning anti-bullying sessions, and classroom support in partnerships with 40-45 community partners and schools, and between 85-100 university students who volunteer for the programs annually.
- In March 2014: Maadhookiwin: Sharing, A Treaty Learning Centre Symposium was held on campus in partnership with Anishnabek/Union of Ontario Indians, Nipissing First Nation, and Canadore College.
- Partners with Nipissing First Nation, North Bay Regional Health Centre and North Bay Indigenous Friendship Centre on an annual round dance, a community focused event that attracts over 250 community members annually.

NUSU

- Partnership with the Military Family Resource Centre (MFRC) to give more assistance to military families and former personnel
- Partnership with Sugardaddy Cupcakes and Catering to recognize the “Sweetest Student of the Week”

Sponsorships

Marketing Department

- YLCC Media film sponsorship of “Rising Above”, and anti-bullying movie playing in Cineplex theaters (North Bay + Ontario)
- 2018 Ford World Women’s Curling Championships being held in North Bay
- Ontario School Counsellors Association Conference (includes counsellor from North Bay)
- “18 Degrees” – a play by Maureen Cassidy, daughter of former Dean and Professor at Nipissing, Dr. Robert Cassidy.

VP Academic and Research

- Annual membership to the North Bay & District Chamber of Commerce

School of Business

- Annual business excellence award for students from Chippewa Secondary School in North Bay
- Stock market simulation competition for high school students
- DECA (formerly Delta Epsilon Chi and Distributive Education Clubs of America) provincial competition for over 7,500 high school students across Ontario
- Ontario Business Educators Association annual conference – high school teachers across Ontario

VP Academic and Research

- North Bay Chamber of Commerce membership

Committees

Indigenization Steering Committee

- Led by Dr. Cindy Peltier, Chair of Indigenous Education, includes representation from the Nipissing University Aboriginal Council of Education (2 seats)

Aboriginal Advantage Program

- Offered by the Faculty of Arts & Science to support the transition to university of Indigenous learners

Learning Together Planning Committee

- Schulich School of Education. Committee is comprised of community members working in areas that support young learners. The Schulich School helps to run the annual Learning Together event in North Bay

Conference Planning Committee for NICHE

- Cindy Peltier – asked to sit on the conference planning committee for the Northern Interprofessional Collaborative in Health Education, involving Nipissing University, NOSM, and Canadore College

Reconciliation North Bay

- Chaired by Dr. Mike DeGagné. Launched in 2016 in support of the Urban Aboriginal Strategy's Community Action Circles (North Bay Indigenous Friendship Centre). The Director of the Office of Indigenous Initiatives participates in the working group in support of Reconciliation North Bay.

Events/Hosting

School of Criminology and Criminal Justice

- Hosted numerous speakers on campus from the North Bay community, including:
 - A/Inspector Dan Webber, North Bay Police Service
 - Mr. Brent Kalinowski, former police officer and currently a consultant
 - D/Cst Helen Boissonneault, North Bay Police Service
 - Donna Forget, Manager True Self Debwewendizwin Program with Nipissing First Nation
 - Vince Hawkes, Chris Lewis, Shelly Tarnowski (all OPP)
 - Paul Cook, NPBS
 - OPP K9 Unit,
 - OPP Recruiters,
 - North Bay Police Service

School of Nursing

- The Collaborative nursing program hosted a partner appreciation meeting and luncheon in May in appreciation of our local partners in North Bay. The plan is to hold this annually to recognize and continue to foster community relationships that will enhance placement opportunities for students.

Office of Indigenous Initiatives

- Shares community knowledge on campus annually through Indigenous Week (Elder teachings, Indigenous knowledge workshops, community-based research talks) and events throughout the academic year ranging from talks on First Nations'

- understandings of wampum and treaty to circles and ceremonies with students, staff and faculty.
- Hosts a training weekend for Biidaaban Community Service-Learning and Wiidooktaadwin Indigenous Mentorship programs at Nbising Secondary School at Nipissing First Nation annually.
 - Dr. Mike DeGagné chairs Reconciliation North Bay, launched in 2016, in support of the Urban Aboriginal Strategy's Community Action Circles (North Bay Indigenous Friendship Centre). The Director of the Office of Indigenous Initiatives participates in the working group in support of Reconciliation North Bay.
 - In March 2014: Maadhookiwin: Sharing, A Treaty Learning Centre Symposium was held on campus in partnership with Anishnabek/Union of Ontario Indians, Nipissing First Nation, and Canadore College.

Schulich School of Education

- Professional Week – recruit professionals in education to present a variety of topics to year one teacher candidates over a two day, back-to-back teaching and learning opportunity hosted on-site.
- Education Career Fair – full day event for teacher candidates in their final year.
- Hosting the Canadian Symposium on Indigenous Teacher Education in May, 2018.

Other events hosted by Nipissing where the North Bay Community is involved/invited:

- FIRST Robotics competition; NB Science Fair; Historica Fair
- School of Business: “Challenge Bowl” (annual case competition for local high school business students);
- 25th Anniversary (Faculty Speaker Series, Farmers Market booth, NU25 Doors Open, Flag Raising, Birthday Party)
- Conferences/Speakers (e.g. Undergraduate Research Conference; Annual History Speaker Series; Psychology Speaker Series; Math Circles; Northern Interprofessional Collaborative for Health Education (NICHE); International Women’s Week; etc.);
- Athletic Events (Varsity sports; Championship games; and OFSSA events);
- NUSU: Shinerama;
- Alumni: Homecoming;
- Movies/shows filmed on campus

Other community events that Nipissing participates in:

- Big Bike Ride; Pride March; Downtown Christmas Walk; Christmas Parade; Speaking at Canadian Institute of Mining events;
- Learning Together
- One Pledge Campaign; Take Back the Night; Good Neighbor Campaign; Walk a Mile in Her Shoes; REDress Project;

Volunteerism

Department of Social Work

- M.P. Sullivan – Alzheimer Society Sudbury Manitoulin and North Bay
- A. Spencer – Recently applied to One Kids Place as a potential Board Member
- A. Wagner – Muskoka Community Foundation grants committee member and vital signs project member

School of Criminology and Criminal Justice

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- Winter Classics Participation
- Health & Fitness Volunteer
- Canadore Presentations
- Community Advisory Committee – Police Foundations, Community Justice Services
- Alpha Phi Sigma – Student Honour Society

Wiidooktaadwin Indigenous Mentorship Program

- Connects Indigenous youth (grades 9 – 12) in the community with Indigenous University students and organizes two Indigenous Youth Leadership Conferences annually

Schulich School of Education

- Dr. J. Corkett – Canadian Mental Health Association, Muskoka-Parry Sound Branch: Board of Directors, Chair of the Board Education Approval Committee, and co-chair of the Membership and Annual General Meeting Committee

NUSU – Presentation for BOG

List Of Our Communications/Marketing Initiatives

- Our website has come along way but it has only been a year since we created it
- Tyrel has been working on our app and we have had a lot of engagements concerning students using it for buying textbooks, carpools and clubs
- Our social media seems to be engaged with quite frequently with our Facebook page getting the most interest from not only students, but alumni and community members
- In the month of September we had a prize for every day (Mon-Fri) that was posted on our social media (Facebook, Instagram, Twitter, app, Snapchat). The first student or students to the office received the prizes that were offered that day. This included waffle makers, fondue sets, SPC cards and mugs.
- Our goal as a Communications Department is to get feedback from our students throughout the year. This is going to be done in a number of ways including using our new student lounge as a way to engage with our students.
- Another way to engage with our students is through our Wellness Wednesdays. We hand out breakfast to students and give them information concerning wellness issues such as financial, emotional, mental and physical.

Goals/Direction

- Throughout the year we want to make sure that we reach out to as many students in different demographics as possible. Whether it's through campaigns or events we want to make sure that students are engaged on campus with their Student Union.
- Our Communications Assistants, Zach Pecore and AJ Lacarte, are researching what other student unions do in a bid to learn from them so that we can grow as an organization.
- We are finding that a lot of programs on campus are aimed towards first years to introduce them to university life and academia, and others that are to help students succeed in their last year before the graduate. There is a lot of stress in 2nd and 3rd year, especially as programs aren't as focused on them so we hope to work with some clubs, including the Nursing Society.
- Our Communications Assistants are also working on attracting different kinds of students to become executives. We are hoping that through a different approach to advertising we can see a difference in those that try out to be an executive.

Work With Nipissing Marketing/Communications

- Over the past few years our relationship with the Nipissing Marketing/Communications team has grown
- Kelly Brown has been a great help, especially in our change over to calendar from handbook.
- Bob Pipe keeps us in the loop of what is going on at the campus and within the community. We have worked together on making sure messages are cohesive in regards to Thibeault Terrace and the Canadore College strike.

Community Ties

- Work with Community Living - Caroling in late November/early December
- The Gathering Place would like us to do a fundraiser with them for both them and our student food bank
- Military Family Resource Centre is giving a free session of Mental Health First Aid specializing in the Veteran Community on November 4th and 5th
- SugarDaddy Cupcakes & Catering come up to the school once a week to give a certificate and cupcakes to the "Sweetest Student of the Week". Staff, faculty, students and community members can nominate any student who has done an act of kindness and they wish to recognize them.
- North Bay Regional Health Centre Foundation: We will be getting students to write holiday cards to patients who will be in the hospital on Christmas day. This is the 3rd year we will be doing this and it has been an extremely successful event with our students.
- Books for Brook: To honour Brook Doseger, a Nipissing alumni who sadly passed away in Kuwait last year, NUSU brought an idea to the Schulich School of Education to honour her memory in some sort of way with books or literacy. To date Books for Brook has collected over 1000 books and two weekends ago gave out numerous books to children in North Bay at a city wide event. Sarah, the NUSU Director of Communications, sits on this committee. The North Bay Regional Health Centre Foundation has approached Books for Brook to partner with the Neonatal Intensive Care Unit (NICU) to donate books for parents to read to their baby in an effort to bond with them while they are being taken care of.
- Chamber of Commerce: It is still our goal, as a Student Union, to connect students with local businesses and foster relationships. We encourage our students to attend events within the community that are either business oriented or hosted by non-profits.

Thibeault Terrace

- There have been two meetings that Nipissing and NUSU have been involved in regarding Thibeault Terrace.
- There was negative press that was out there about Nipissing students and Canadore students, but specifically Nipissing after homecoming
- The first meeting included:
 - North Bay Police: Chief Shawn Devine
 - Nipissing University: Casey Phillips, Martin Holmes
 - NUSU: Sydney Lamorea, Sarah McGowan
 - Canadore: Mike Miscio, Shawn Chorney, Lise Paxton
 - CSC: Robin Chokomolin, Emily Ayotte
- The second meeting included:
 - North Bay Police: Chief Shawn Devine
 - North Bay Fire Services: Deputy Chief Mike Bechard
 - City of North Bay: Ron Melnyk (By-Law Officer), John Severino, Beverley Hillier
 - Thibeault Terrace Homeowners Group: Karen Matthews

Nipissing: Casey Phillips, Bob Pipe

NUSU: Sydney Lamorea, Sarah McGowan

- The outcome of these meetings is that a Town and Gown Committee may be set up and both administration and student groups will be asked to sit on it along with members from the town and community