

NIPISSING UNIVERSITY BOARD OF GOVERNORS

COMMUNITY RELATIONS COMMITTEE MEETING

OPEN SESSION

February 26, 2018

The Community Relations Committee of the Board of Governors met on Monday, February 26, 2018, at 1:00 p.m. in the Nipissing University Board Room (F303).

Members Present: Gord Durnan, Board Chair
Karl Neubert, Committee Chair
Janet Zimbalatti
Kristen Ferguson
Ryan Hehn
Sydney Lamorea
Sean Feretycki (via Skype)
Rose Jawbone
Mike DeGagné
Arja Vainio-Mattila (non-voting)
Cheryl Sutton (non-voting)
Christine Dowdall, University Secretary (non-voting)

Regrets: Derek Shogren
Paul Cook
Tyrel Somerville (non-voting)

Guests: Maggie Daniel
Casey Phillips
Kelly Brown
Wendy McCann, Senior Director, Communications – COU

Recording Secretary: Melinda DeBenedet, Secretary, Marketing & Communications

1. Welcome/Opening Remarks – Committee Chair, Karl Neubert

Chair Karl Neubert welcomed everyone to the meeting and informed everyone that he had been selected as the new chair of the committee.

2. Update on Economic Impact Study – Cheryl Sutton, VPFA

The Vice-President, Finance & Administration (VPFA) informed the committee that the University has received the final version of the economic impact study that was completed by KPMG. She shared some highlights from the study and summarized the many ways Nipissing impacts the community. A communication plan regarding the study will be developed in the coming weeks.

It was suggested that the next committee meeting should focus on how to most effectively communicate the findings of the study to Nipissing and the broader community.

3. Presentation – Special Guest: Wendy McCann, Senior Director, Communications, Council of Ontario Universities

Wendy McCann, Senior Director of Communications at the Council of Ontario Universities, gave a presentation entitled “Communicating Ontario Universities’ Value”. (The presentation is attached to the PDF version of these minutes.) She spoke about the challenges facing universities and the often negative view Ontarians take with regard to these institutions of higher learning. She also highlighted the importance of Ontario universities working together to create a better future for students, communities and the province.

Following the presentation, committee members asked questions. Ms. McCann stressed the importance of communicating the data from the KPMG economic impact study, saying that Nipissing University must ensure the community recognizes the importance of the institution to the City, to the region, and to the province.

4. Other Business

At a previous meeting of this committee, a “community involvement” list was compiled and presented. It was suggested that some thought be given to the ways in which the list can be easily kept up-to-date and how to make the list accessible/useful to people outside of Nipissing.

5. Adjournment

The meeting was adjourned at 2:12 p.m.

Recording Secretary

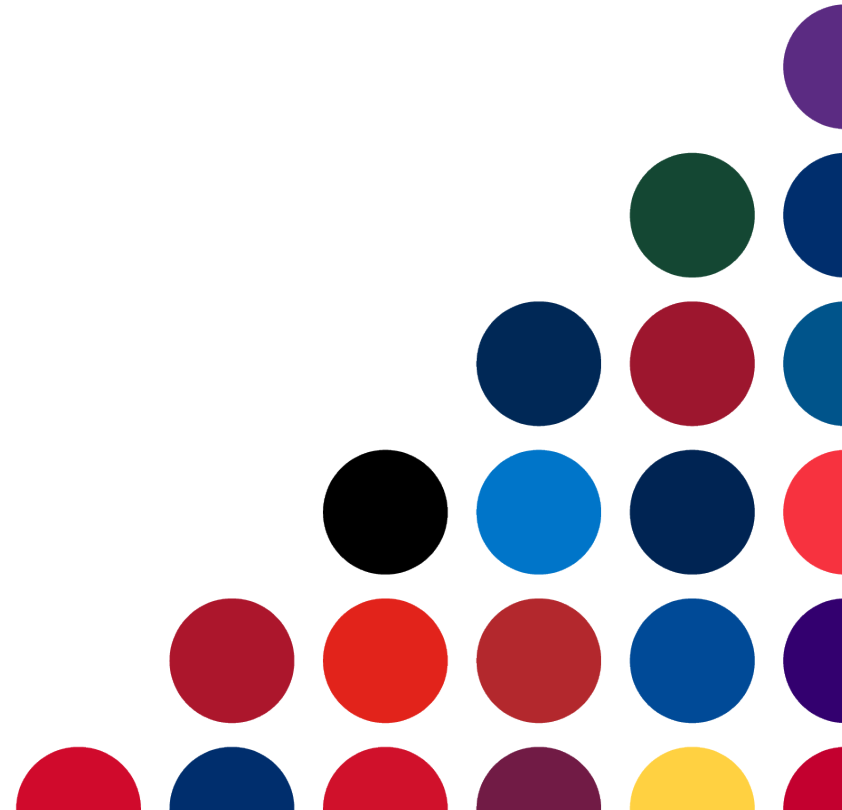
Committee Chair



Communicating Ontario Universities' Value

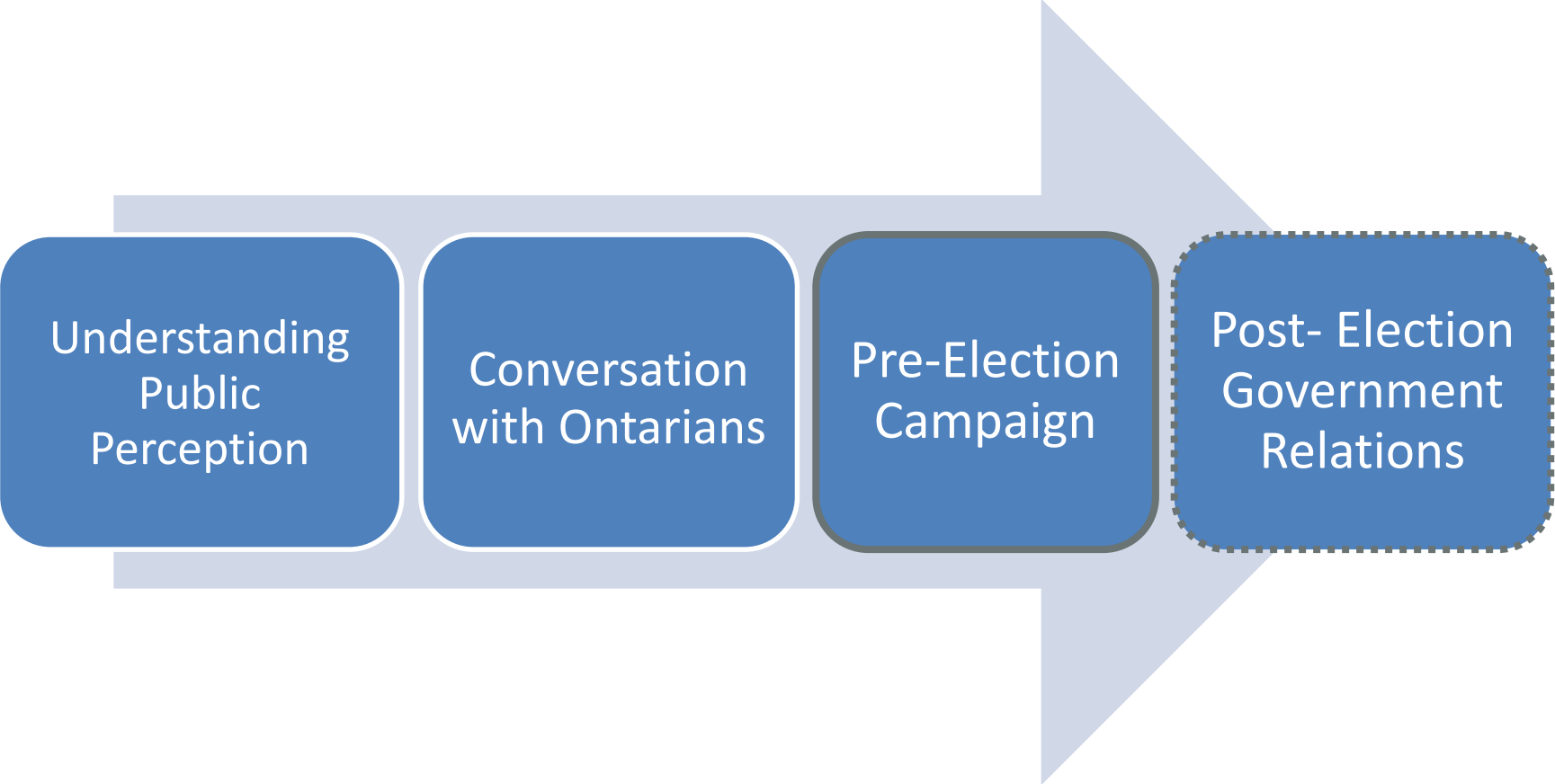
Wendy McCann
Senior Director, Communications
Council of Ontario Universities

February 26, 2018



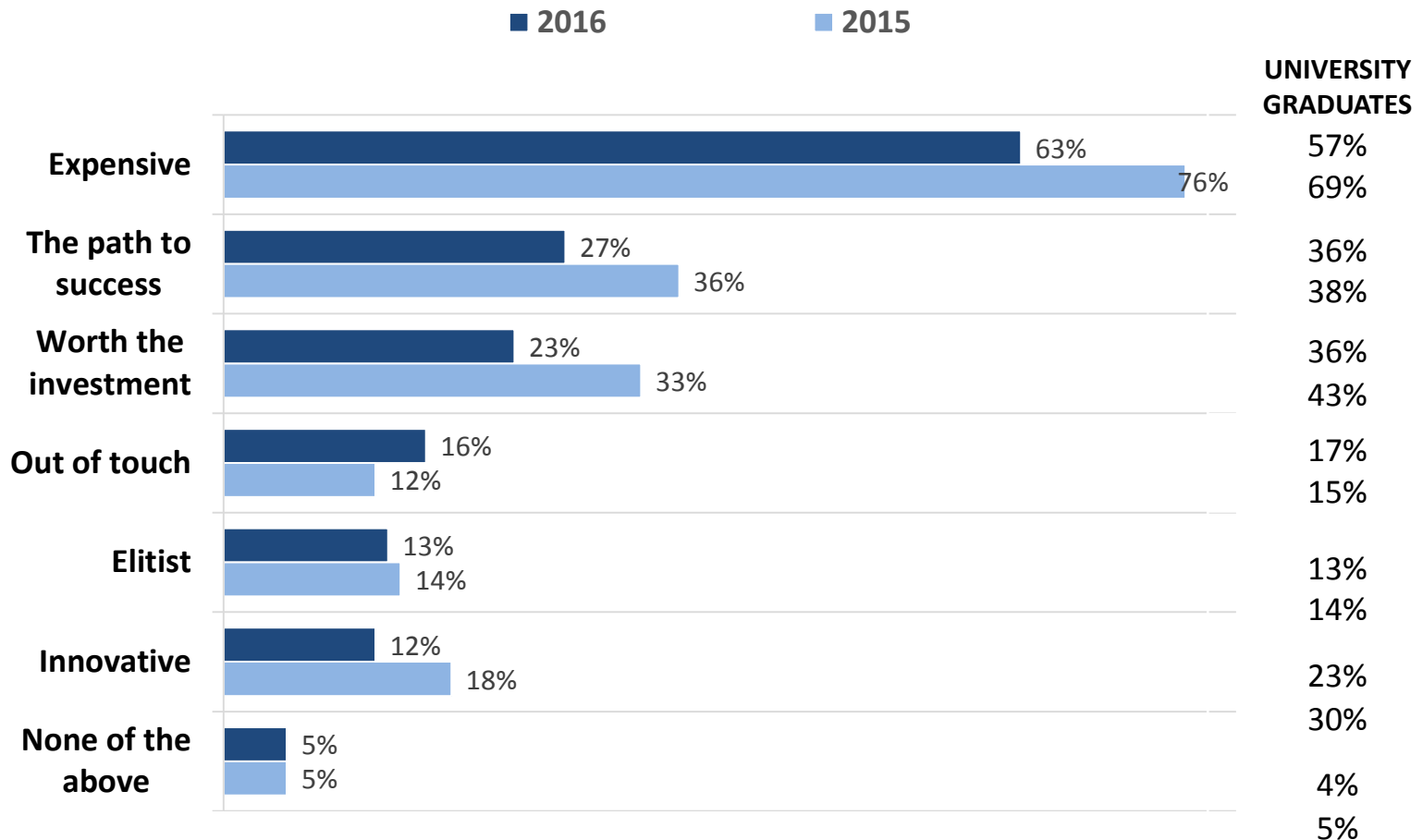


The Journey





Ontario Universities Branding





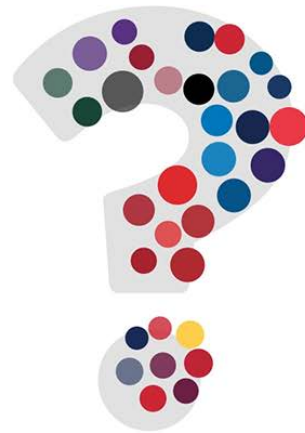
A Conversation With Ontarians

A YEAR OF LISTENING

Over the course of the year,
we interacted with over
500,000 Ontarians through our
[#futuring](#) initiative!



Understanding the Issues the Public Cares About



We asked Ontarians
their hopes
and concerns



Ontarians Care Most About...

- ✓ Jobs, Skills and the Economy
- ✓ Vibrant Communities
- ✓ Social Supports and Equality
- ✓ Research and Innovation
- ✓ Innovation and Technology
- ✓ Health Care
- ✓ The Environment

- ✓ Confirmed by new Ipsos-Reid Poll



New Value Proposition...

Universities are partnering to create a better future....

- ✓ For students
- ✓ For communities
- ✓ For the province



Ontarians Care Most About...

- ✓ Jobs, Skills and the Economy
- ✓ Vibrant Communities
- ✓ Social Supports and Equality
- ✓ Research and Innovation
- ✓ Innovation and Technology
- ✓ Health Care
- ✓ The Environment



What Ontarians See as Our Role

Support
students

Foster lifelong
learning

Partner and
collaborate

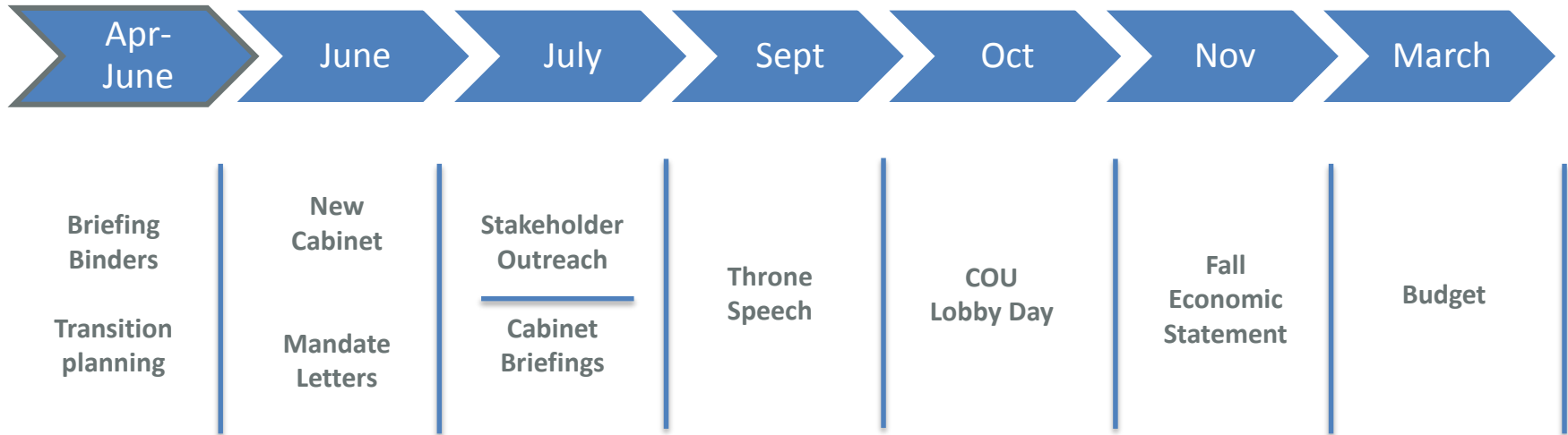
Undertake
research and
innovation

Engage with
communities

Solve
problems



The March Toward June 7 and Post-Election Strategy





Communicating Our Value Through Shared Communications and Advocacy



A STRONGER VOICE

Strengthen advocacy by communicating consistent sector-wide messaging and advocacy priorities while developing relationships with government





Build a Catalogue of Future Maker Stories

- **Consider:**

How is Nipissing building a better future for students, the community and the province?

- **And:**

Find ways to communicate with them!



Nipissing University's Future Makers

ONTARIO UNIVERSITIES
Partnering for a better future

READ THE REPORT | Contact Us

What We Heard | Issues & Priorities | Future Maker Stories | Get Involved | News & Updates

Improving literacy skills within local communities

NIPISSING UNIVERSITY
Building Strong Communities

REGION: Northern Ontario

SHARE THIS STORY

Education students at Nipissing developed NU Reads, a club that encourages North Bay children to cultivate a love for reading while improving their literacy skills. The club brings low-income children together with university students to facilitate discussions about books. The students launched the club in 2009 as part of a course that encouraged them to create initiatives that help people in their communities.

"Kids at camp are given the and practise new literacy skills in a friendly, stress-free environment. The connections we've been forming are amazing."

Luisa Veres
NU Reads Literacy camp co-ordinator

ONTARIO UNIVERSITIES
Partnering for a better future

READ THE REPORT | Contact Us

What We Heard | Issues & Priorities | Future Maker Stories | Get Involved | News & Updates

Boosting access to data on key cultural and economic

Research and Innovation

SHARE THIS STORY

Access to a Statistics Canada Research Data Centre work and data lab that provides researchers with confidential, large-scale survey data. Nipissing University is the first university in Ontario to access data collected from a wide variety of Canadian social and economic issues on a range of topics.

"This funding is a boon to our faculty, our students and our local community. It enhances our capacity to conduct research exploring a wide variety of Canadian social and economic issues on a range of topics."

Mike DeGagné
President and Vice-Chancellor of Nipissing University

ONTARIO UNIVERSITIES
Partnering for a better future

READ THE REPORT | Contact Us

What We Heard | Issues & Priorities | Future Maker Stories | Get Involved | News & Updates

Experiential learning for career discovery

NIPISSING UNIVERSITY
Building Strong Communities

REGION: Northern Ontario

SHARE THIS STORY

In order to help business students build a strong professional skill set before they launch into a career, Nipissing University encourages them to take part in an experiential certificate program called iLEAD (Learn through Experience, Action and Discovery). Business students can earn the certificate program to earn credits towards their degree through directed study, research thesis, workplace internships, service work or international placements.

"Being able to apply the skills I learned in school, such as consulting, recommending and researching, was beneficial to increase my knowledge on how to properly apply these skills. The iLEAD program gave me opportunities to experience a culture that I would not have been able to experience in Canada."

Megan Gualato
iLEAD participant in special projects



Reaching Target Audiences Across Multiple Channels

OntariosUniversities
@futuringON

.@NipissingU is giving students the high-quality skills, knowledge and experiences that will set them up for fulfilling lives and careers! Learn more about their iLEAD experiential learning program: bit.ly/2EJnjas #onpoli

Nipissing University
Helping Students Thrive

In order to help business students build a strong professional skill set before they launch into a career, Nipissing University encourages them to take part in an experience certificate program called iLEAD. Students can use the program to gain experience through internships and work placements.

10:17 AM - 22 Feb 2018

2 Retweets 2 Likes

Mayor of North Bay

Ministry of Advanced Education



Dear Mr. Fedeli,

On behalf of the 21 publicly assisted universities in Ontario, congratulations on your nomination as the Ontario PC candidate for Nipissing. We commend you for putting your name forward for the 2018 provincial election.

You are running to represent a riding that is home to thousands of university students, graduates, employees and researchers that are making important contributions in your community and helping to build a better future for all Ontarians. Currently, there are:

- More than 2,100 students from Nipissing District and Parry Sound District enrolled at an Ontario university
- More than 4,700 students from across the province and from around the world enrolled in your riding at Nipissing University

Ontario universities are partnering with government, employers, students and community organizations to help our students thrive, support communities like Nipissing and build a prosperous, sustainable and inclusive province. We are committed to educating the talented graduates who help our businesses succeed and attract international investment, fostering research that strengthens Ontario's health care, infrastructure and arts and culture sectors, and supporting the entrepreneurship and innovation that contributes to Ontario's economic prosperity.

Your community of Nipissing is home to innovative university partnerships that are making a positive local impact. For example, Nipissing University is now home to a Statistics Canada Research Data Centre (RDC), a high-level, secure network and data lab that provides researchers with local access to Statistics Canada's confidential, large-scale survey data. Researchers can now visit Nipissing University to access data collected from a long list of surveys to help them explore a wide variety of Canadian social and economic issues on education, work, aging, literacy and numeracy, health, mental health and well-being, and more.

We value the support of all parties in ensuring Ontario postsecondary students have the knowledge, skills and experience they need to succeed both on and off campus. We also value all parties' commitment to building strong, vibrant communities and making Ontario a leader in a competitive global economy. We look forward to continuing to work with government and other partners to help achieve these important goals.

To learn more about how Ontario universities are partnering to build a better future for your community and all Ontarians, I encourage you to visit our website (<http://ontariosuniversities.ca>) and follow us on Twitter and Facebook (@futuringON).

We look forward to communicating with you over the coming months. Please do not hesitate to contact us if you have any questions.

Kind regards,

David Lindsay,
President & CEO,
Council of Ontario Universities

Council of Ontario Universities
180 Dundas Street West - Suite 1800 - Toronto - Ontario - M5G 1Z8
P: 416 979 2165 - cou@cou.on.ca - cou.on.ca

Current MPP and 2018 Ontario PC Party Candidate for Nipissing

Discussion?

