



# COMMUNITY ENGAGEMENT

## GOAL 1: BE A LEADER IN FOSTERING PUBLIC UNDERSTANDING OF SOCIETAL ISSUES AND IN STIMULATING ACTION FOR POSITIVE CHANGE

### Objective: Foster Public Exchanges, Partnerships & Knowledge Sharing

**Purpose:** UBC’s commitment to community engagement is reflected, in part, by how the university’s scholarly resources are utilized in partnership with communities to address pressing issues facing society. Community and industry knowledge is considered a valuable asset to research. Knowledge is not held within the walls of a university, but freely shared and exchanged between community and university partners to foster greater understanding and innovation.

**Definition:** UBC’s two Community Engagement goals operate in sync, to build both the ability for UBC and communities to share resources and work together as agents of change and to provide societal benefits. Community Engagement Goal 1 is to “be a leader in fostering public understanding of societal issues and in stimulating action for positive change”. Two metrics are shared to demonstrate work towards this goal: *Engaged Research Partnerships* and *Public Exchange & Knowledge Sharing*. Metrics are based on funded research project information and two examples of large public exchange and knowledge sharing events. These metrics are indicative only; they share a small sampling of the breadth and depth of community engagement work in which UBC is involved.

#### Overall Metrics:

Engaged Research Partnerships	2011/12	2012/13	2013/14
Number of research projects with industry partners	977	1,210	1,301
Total funding amount	\$43.1M	\$53.6M	\$48.4M
Number of contracts and agreements with government and non-profits	818	717	780
Total funding amount	\$83.5M	\$73.4M	\$95.0M

*\*Note: Figures above include funded projects, agreements and contracts from both Okanagan and Vancouver. Clinical trials and grants are not included in these calculations. This is the most recent year of available data for this metric.*

#### Examples of Knowledge Sharing and Public Exchanges

Thousands of public exchange and knowledge sharing events happen every year across UBC. Figures below are illustrative examples of two of UBC’s large public exchange initiatives.

	2014/15
Level of participation by public stakeholders at two (2) UBCO Distinguished Speaker Series	1,255
Level of participation at the 2014 UBC Vancouver Wall Exchange community program (1 major event)	1,100

#### Explanation of the Results and Next Steps

##### Metric A: Engaged Research Partnerships

This metric reports on the number and value of research partnerships, contracts and agreements where UBC researchers are funded by industry, government and non-profit organizations. Figures do not include contracts and agreements where partners did not contribute financially.

Funded partnerships with government, industry, and non-profit organizations are a proxy measure to demonstrate research partnerships that support solutions and innovations in response to societal needs. UBC researchers partner with government and

non-profit organizations in many ways. The benefits of such partnerships are substantive and can lead to new and improved public policies, services and products or better social, health, economic and environmental conditions.

**About industry partnerships:** Industry engagement builds on UBC's research partnership activities and develops ways for UBC to share its research expertise, capacity and infrastructure with industry partners to foster innovation and expose UBC researchers and students to real-world issues and problems. Figures represent industry-sponsored research and companies partnering with UBC researchers. Student co-op placements and internships are not included in this total, but are another way that UBC engages in research partnerships with industry or corporate partners.

**About government and non-profit contracts:** UBC researchers partner with government and non-profit organizations on many different kinds of research. The benefits of such partnerships can include new and improved public policies, services and products and/or improved social, health, economic and environmental conditions for Canadians, among others.

**Next Steps:** Analysis will be conducted on an annual basis to demonstrate trends in funding from external partners. The next step will be to pilot an approach to better understand the significance or impact of engaged research for communities.

## **Metric B: Examples of Knowledge Sharing and Public Exchanges**

Every year, UBC is involved in facilitating numerous public knowledge sharing activities, including lectures, forums, dialogues, speaker series', summer camps, workshops, webinars, MOOCs, etc. The metrics shared demonstrate two large public exchange and knowledge sharing events as examples of how UBC provides open spaces for dialogue to foster public understanding of societal issues.

The **Distinguished Speaker Series**, presented by the Irving K. Barber School of Arts and Sciences, brings to the Okanagan compelling speakers with unique perspectives on issues of a civil and sustainable society. In 2014, this series presented Dr. Biruté Galdikas, a primatologist who in her talk transported the audience to the lush rainforests of Borneo to share personal stories from her four decades in the jungle studying and working closely with endangered orangutans. The series also presented one of Canada's most lauded photographers, Edward Burtynsky, who through his remarkable large-format photographic depictions helped the audience explore the intricate link between industry and nature, reminding us of the impact our human existence has on the surface of the planet.

The **Wall Exchange**, presented by the Peter Wall Institute for Advanced Studies, is a community program that brings prominent researchers, writers, artists and humanitarians to Vancouver and provides a free and accessible forum for the discussion of key societal issues. In 2014, the Wall Exchange featured former UN special envoy for HIV/AIDS in Africa, Stephen Lewis, who spoke on how close we really are to "The End of AIDS" or an "AIDS-Free Generation", and the implications of these phrases.

**Next Steps:** UBC is in the process of updating its Community Engagement goals and subsequently looking at how to develop broader institutional indicators of Community Engagement. In the interim, metrics present a combination of outputs and examples only and do not represent metrics for all of UBC. Other knowledge sharing events hosted by UBC include:

- UBC Dialogues, hosted by Alumni UBC, engage our communities in dialogue about complex social issues
- Milton K. Wong Lecture and Dialogue Series, in partnership with CBC Radio One and the Laurier Institute
- Vancouver Human Rights Lecture, in partnership with CBC Radio One and Laurier Institute
- Vancouver Institute free public lectures
- Green College Interdisciplinary Lecture Series
- OneDay@UBC single-day courses
- Saturday morning lectures, presented by TRIUMF, UBC and SFU
- Public Consultations and Engagement by Campus + Community Planning
- UBC Okanagan's Institute of Healthy Living and Chronic Disease Prevention delivers presentations, outreach events, and community collaborations aimed at reducing the burden of chronic disease,
- Faculty of Creative and Critical Studies' AlterKnowledge Discussion Series brings people together to discuss, share and (un)learn, focusing on the way colonialism continues to shape relationships and identities
- Public viewing of TED and TEDx talks on each campus
- Numerous faculty-based events and lecture series

For more information on public events and knowledge sharing activities across UBC, visit [UBC Events](#) or the [Community Engagement Events Calendar](#)