



From research to impact

Knowledge Mobilization at York University

ANNUAL REPORT 2014-2015

Knowledge Mobilization at York University

York University's Knowledge Mobilization Unit is a national leader with an international reputation in connecting research and people. We are proud of the successes we have had since 2006 in supporting researchers at York and local leaders in public policy and professional practice. Since 2006, we have helped support over 475 requests for collaboration, which has resulted in over 150 projects and over 100 collaborative activities. We have worked with over 325 faculty members, over 180 graduate students and our work has engaged almost 300 community organizations.

Knowledge Mobilization helps to enable Social Innovation.

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Services

Brokering Services

Central to the work of the Knowledge Mobilization Unit at York University is brokering collaborative research projects and activities. We seek to connect York University researchers (faculty and graduate students) with community organizations, business and industry leaders, and policy professionals in all levels of government. Our knowledge brokers help support researchers to build a mutually beneficial relationship with prospective non-academic partners.

York's leadership within the ResearchImpact network also opens up collaborative opportunities across the country. Knowledge brokers at 11 Canadian universities support relationship building and collaborative project development across the country.

Grant Support

Knowledge mobilization (KMb), often known as knowledge translation (KT) in Health, is increasingly important in research in Canada. Granting councils are seeking a clear and comprehensive KMb or KT plan for all grant applications. Staff within the Knowledge Mobilization Unit at York are trained to provide assistance for researchers and their project team in the development of a tailored KMb or KT plan. We provide

training and support, and in some cases, in-kind service support for projects. We also review and provide feedback on all KMb plans prior to their submission.

Events

Knowledge mobilization is a social process, therefore meeting and interacting with stakeholders is an important approach to engagement, partnership building and impact. The Knowledge Mobilization Unit at York has tools to support research teams in developing and delivering events for researchers and collaborators that will produce positive results. We can also provide access to technological tools to strengthen these events and outreach capacity.

Capacity Building

The Knowledge Mobilization Unit at York provides learning opportunities for York researchers, staff, graduate students and external partners to help make research relevant to professional practice and policy development. We also deliver customized learning sessions to research teams to provide information, skills and experience in knowledge mobilization.



KMb Activities

Brokering Services	2006-2015	2014-2015
Collaborative Opportunities	476	54
KMb Projects	167	7
KMb Activities	117	18
Partnership Organizations	296	36
Faculty Engaged in KMb	326	15 (new)
Grad Students Engaged in KMb	186	25 (new)
Grant Support	2006-2015	2014-2015
Faculty Grant Team Support	121	22
Community Funding	\$1.14M	\$0K
Contract Funding	\$1.24M	\$25K
Federal Research Funding	\$40.2M	\$6.6M
Total KMb Funding	\$42.8M	\$6.6M
Capacity Building	2006-2015	2014-2015
On-Campus Sessions	334	32
Off-Campus Sessions	309	48
Research Summaries	350	12



Success Story

Mobilizing Minds

At a glance

Mind Pack is an interactive backpack full of tools to give young adults the information they need to make decisions around stress and personal problems. Mind Pack is the product of a collaboration between researchers, community partners and young adult leaders.

The rest of the story

In November 2006 Henny Westra presented at York's first KM in the AM focused on youth mental health. She met Mary Lynn Porto from the Canadian Mental Health Association of York Region. Their shared interest in helping young adults to make decisions about their own mental health became the subject of a \$1.5M grant application that eventually included six universities, community partners and young adults who became part of every aspect of the project.

The project was informed by the young adults who identified their own knowledge needs for addressing questions about mental health. Academic researchers listened to the young adults and undertook reviews of the scientific literature to address the knowledge needs. Young adults synthesized the information provided by the academic researchers and then co-designed the final product with community partner, Mind Your Mind

Fast forward

The Mind Pack is a multi-media, youth friendly resource providing information to young adults seeking to make decisions about managing stress, anxiety and depression. The Mind Pack is hosted by Mind Your Mind (www.mindyourmind.ca) and can be accessed at <http://mindyourmind.ca/apps/mindpack/eng/index.html>.



“As our CIHR KT grant was near completion our project team was seeking a way to get the results of our work out to as many people as possible. The Knowledge Mobilization Unit at York was able to provide comprehensive support for a successful KT event we recently hosted in Toronto. Their expertise and ability to support an event from beginning to end helped to make it a true success. The feedback we received around our event has been great. I really value the services which we are able to access here at York through this service unit.”

-John Eastwood



Partner Organizations in 2014-2015

Central to our knowledge mobilization services is brokering collaborative projects. In 2014-2015, we were pleased to connect and broker relationships with the following organizations from across Canada. The opportunity to support collaborative research relationships is one of the strongest approaches to enable research to help inform public policy and professional practice. York's knowledge brokers are committed to facilitating these relationships. Thanks to the organizations below for reaching out to York's Knowledge Mobilization Unit.



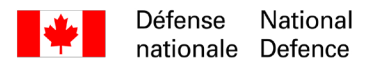
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York is a national leader with an international reputation in knowledge mobilization. This reputation is exemplified by the knowledge mobilization supports provided to other organizations. We serve on committees, sit on Boards of Directors, work with and help build capacity for knowledge mobilization in academic, community and government organizations.

Canadian

- » Alberta Innovates Health Solutions
- » Canadian Arrhythmia Network (CANet)
- » Canadian Federation of Humanities and Social Sciences
- » Canadian Institute for Health Research (CIHR)
- » Canadian Knowledge Transfer and Exchange Community of Practice (KTECOP)
- » Canadian Partnerships Against Cancer
- » CellCAN
- » CYCC
- » Economic Development Association of Canada
- » Institute for Knowledge Mobilization
- » Institute for Work & Health (IWH)
- » Kanishka Project
- » Mount Allison University
- » Networks of Centres of Excellence (NCE)
- » NeuroDevNet
- » New Brunswick Social Policy Research Network
- » Parachute Canada
- » PREVNet

- » Social Innovation Generation
- » Social Sciences and Humanities Research Council (SSHRC)
- » United Way of Toronto and York Region
- » ventureLAB

International

- » Association of Commonwealth Universities
- » Das Zentrum für Soziale Innovation (ZSI)
- » Leiden University
- » Development Research Uptake for Sub-Saharan Africa (DRUSSA)
- » Association of Research Managers and Administrators (UK)

KMb Outreach and Engagement

Presentations

Hill, G. and Jensen, K.E., 2015. Social media for research. CARA National Conference, Toronto, May 2015,

Jensen, K.E. and Johnny, M., 2015. Creating spaces for knowledge mobilization at York University. Canadian Knowledge Mobilization Forum 2015, Montreal, May 2015.

Phipps, D.J., 2014. Key Note Speaker: The future of knowledge mobilization. UK Knowledge Mobilization Conference, May 2014, London, UK.

Phipps, D.J. 2014. May you live in innovative times: Emerging models for institutional support of campus innovation initiatives. 4th Annual Deshpande Symposium for Innovation and Entrepreneurship in Higher Education. Lowell, Mass., May 2014

Phipps, D.J. 2014. Knowledge translation for FASD research. FASD Study Group, Research Society on Alcoholism. Seattle, USA, June 2014.

Phipps, D.J. 2014. Building opportunities for collaboration between government and academia to inform public policy. Canadian Science Policy Conference, Halifax, October 2014.

Phipps, D.J. and Chu, J. 2015. Partnerships that transform. United Way Centraide Canada Conference, Saskatoon, May 2015.

Phipps, D.J. and Rose, L. 2015. Collaborating to make awesome decisions. Community University Expo, Ottawa, May 2015.

Phipps, D.J., Sundar, P. and Leduc, R. 2015. Effectively supporting knowledge mobilization funding applications. Canadian Knowledge Mobilization Forum 2015, Montreal, June 2015.

Poetz, A. and Phipps, D.J. 2015. Components and examples of a suite of customer oriented KT services for researchers. Waypoint Research Institute – KT in Mental Health and Addictions Conference. Toronto, June 2015.

Poetz, A., Phipps, D.J. and Leduc, R. 2015. Evaluation and indicators for knowledge translation. NCE Knowledge Mobilization Symposium. Halifax, January 2015.

Scholarly publications

Nichols, N., Phipps, D., Gaetz, S., Fisher, A., & Tanguay, N. (2014). Revealing the complexity of community-academic collaboration. *Canadian Journal of Higher Education*, 44(1), 69-94.

Nichols, N. Phipps, D. and Johnstone, W. (2014) A case study from York University's knowledge mobilisation graduate student internship program: Planting the seeds for change. *Journal of Community Engagement and Scholarship*, 7(2), 72-81.

Barwick, M., Phipps, D., Myers, G., Johnny, M. and Coriandoli, R. (2014) Knowledge translation and strategic communications: Unpacking differences and similarities for scholarly and research communications. *Scholarly and Research Communication*, 5(3), 14 pp.

Phipps, D.J., Johnny, M.R. and Wedlock, J. (2015) An institutional process for brokering community-campus research collaborations. *Engaged Scholar Journal* 1(1), 69-86.

Phipps, D.J., Cummings, J. Pepler, D., Craig, W. and Cardinal, S. (2015) The Co-Produced Pathway to Impact describes knowledge mobilization processes. *Journal of Community Engagement and Scholarship*, In press.

Nichols, N., Gaetz, S., & Phipps, D. (2015). Generating social change through community campus collaboration. *Journal of Higher Education Outreach and Engagement*. In press.

Ungar, M., Whitman, S., Hart, A., & Phipps, D. (2015). A simulation exercise to problem solve knowledge mobilization strategies for youth services. *Gateways: International Journal of Community Research and Engagement*. In press.

Website and Social Media Analytics

The KMb Unit has been using various social media tools for partner engagement and dissemination since 2008. KMb York has also taken the lead in maintaining the ResearchImpact website and social media accounts, including the Mobilize This! blog and @researchimpact twitter feed.

We have been publishing weekly blog posts since May 2008 on a variety of topics related to knowledge mobilization, including article and book reviews, editorials, upcoming event announcements, summaries of events we have attended and spotlights on the people who work to mobilize knowledge. Readership of the blog has begun to surpass that of the ResearchImpact website in recent years, which speaks to the engaging nature of blogs and other social media channels.

2006-2015	
Blog Posts	543
Blog Views	161K
Website Visits	55K
Tweets	16.1K
Twitter Followers	6.3K
YouTube Views	7.7K
SlideShare Views	25.5K
LinkedIn Group Members	400



Testimonials

“York’s Knowledge Mobilization Unit has played a critical role in brokering and enabling the relationship I have been able to develop with the York Region District School Board. My collaborative relationship with the School Board dates back almost 10 years now and the KMb Unit has helped support this relationship along the way. We are at a stage in our relationship where we’re seeking to tell our stories of impact and the KMb Unit continues its work in helping maximize the impact of our work. We simply would not have been able to get our project off the ground without the support of York’s knowledge brokers.”

**John Ippolito
Faculty of Education**

“I have been able to utilize the support of York’s Knowledge Mobilization Unit several times for successful research grant applications. Having an office that can help tailor support for my knowledge mobilization plans, often including in-kind service support, is simply fantastic. The KMb Unit has even helped identify local partnerships which have further strengthened my proposals. I am very fortunate to have access to such services. I feel it sets my proposals apart from colleagues across the country.”

**Uzo Anucha
Faculty of Liberal Arts and Professional Studies**

Student Profile

Amber Vance

My name is Amber Vance. I graduated last fall from Trent University where I majored in Indigenous Studies. I am currently at Queen's University in the faculty of ED. One of my professors introduced me to KMb for a 3 week placement.

With a background in education and research I have always had a passion for knowledge. In my undergrad I focused on the benefits of collaboration on society, the KMb Unit at York is doing tremendous work in collaboration with many organization and universities in order to make research more available, As soon as I had learned about the mission of the KMb unit I told my professor I'd love to do a placement with them.

Over my 3 week placement I focused on KMb products. I began an online search for knowledge products currently being developed by KMb partners and other organization and institutions exploring knowledge mobilization I compiled my research and presented on it to the KMb team and the research has helped to form a project this summer for the unit. As I learned more and more about KMb I expressed my interest in the field to Michael and I was more than fortunate enough to be offered a summer position with the team.

Working in the office has reminded me of my passion for policy. Informing decisions makers and community is the main focus of the work here at York and it has helped me to establish where I see my future. During my placement I decided to return to school and get my Master's degree in Public

Administration. My plan now is to further educate myself so that one day I will be capable of using research and implementing change in my own community.

I look forward to continuing my relationship with the KMb unit at York University and am grateful they took me into their care for my school placement.



ResearchImpact

Led by York University, ResearchImpact-RéseauImpactRecherche (RIR) is Canada's knowledge mobilization network including universities from across Canada who are investing in supports for knowledge mobilization, community based research and public engagement. This year was a year of planning and presenting. While continuing to support knowledge mobilization and related services on our campus and in our communities the RIR knowledge brokers and directors completed a Strategic Plan, Operational Plan, a Communications Plan and an Evaluation Plan creating a strong foundation and shared understanding for all RIR members that will guide us today and help take us into the future

As a network we were invited to participate in national level events including those hosted by the Economic Development Association of Canada and Community Foundations Canada and, as always, the Canadian Knowledge Mobilization Forum. We were also invited to contribute a chapter to a book title "Networks as Intermediaries of Innovation". This attention illustrates the growing awareness of the potential that campus community collaborations can generate for Canada.



We were also delighted to welcome Ailsa Fullwood and Tony Porter as representatives of our 11th member- McMaster University.

McMaster University's purpose is the discovery, communication, and preservation of knowledge. Committed to creativity, innovation, and excellence, the university

serves the social, cultural, and economic needs of community and broader society.

McMaster's knowledge mobilization goals are to:

- » Benefit society through research impacts and economic development
- » Strengthen reputation and enhance recognition
- » Promote research strengths

With 11 universities, RIR continues to benefit its members and the growing knowledge mobilization profession in Canada by sharing knowledge mobilization tools and practices to help maximize the economic, social, health, cultural and environmental impacts of university research.

Acknowledgements and Thanks

Our work and our success is the result of strong leadership, integral partnerships, skilled and passionate researchers and a staff team who bring dedication and professionalism to their work.

We wish to acknowledge the support we received which provided us a start to support this important work. Funding from the Social Sciences and Humanities Research Council, the Canadian Institutes of Health Research and the initial partnerships we had with the Regional Municipality of York and the York Region District School Board were critical in laying a foundation of capacity, service support and engagement.

This year, as has been the case since 2006, we have enjoyed unwavering commitment and support from the Office of the Vice-President Research and Innovation. Robert Haché, York's Vice-President Research and Innovation, has provided strong leadership for us both here at York and throughout the country as he has become a strong and vocal champion for this office.

Our partnership with the United Way remains strong and we congratulate them on their merger, which now results in a new United Way Toronto and York Region. We are excited about the opportunities moving forward and express our thanks to Daniele Zanotti, Janice Chu and Jane Wedlock and the entire team at UWTYR for your commitment and support of this partnership.

Following the success of our communityBUILD Mash Up, we continue to build a dynamic relationship with Seneca College and VentureLAB, a Regional Innovation Centre based in Markham, Ontario. Ongoing activity and support from the first Mash Up has been fruitful and we are excited about upcoming plans to strengthen this partnership.

We are also engaging the Regional Municipality of Durham and are jointly exploring a relationship to support their KMB capacity development.

Our community partners play a critical role in our operations and we appreciate the energy and ideas they bring to this work.

Our partners in ResearchImpact-RésealImpactRecherche have enjoyed another successful year and York is very pleased to provide a leadership role in supporting the ongoing development of this national knowledge mobilization network.

Special thanks to the entire team within the Knowledge Mobilization Unit – David Phipps (Executive Director, Research and Innovation Services); Michael Johnny (Manager, Knowledge Mobilization); Krista Jensen (Knowledge Mobilization Officer); Amber Vance (Research Translation Assistant); Meghan Terry (Design Assistant); our partner Jane Wedlock (United Way York Region, Manager, Community Engagement and Research) and to Anneliese Poetz and the NeuroDevNet KT Core for their contributions to York's KMB Unit.

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