

**Research and Scholarship Committee (RSC) Annual Report for General Faculties Council
2021-2022**

DATE: May 12, 2022

SUBMITTED BY: Michael Quinn, Chair of RSC

SUMMARY OF ACTIVITIES AND OUTCOMES

The RSC working groups were active in their respective areas (the Chair is grateful for the outstanding contributions of the members to these activities):

- Research Policies
 - Progress on updated drafts to go into formal review in fall 2022: Integrity in Research and Scholarship Policy, Human Research Ethics Policy, Institutes Policy
 - Proposed for abolishment: Research Policy
- Undergraduate Research and Scholarship
 - Support for Undergraduate Research Dissemination Awards
 - Continued discussion on formal recognition for undergraduate research - perhaps through e-portfolio
- Research Recognition Awards
 - Successful implementation of the RRAs resulting in awards being presented at Research and Scholarship Days
- International Research
 - Guidelines developed to support international researchers
- Research and Scholarship Days
 - Highly successful hybrid delivery of events (see attached report)

Other matters:

- 5-year renewal of the Institute for Innovation and Entrepreneurship

MATTERS FOR FUTURE CONSIDERATION

- Research data management planning - development of institutional plan to meet TriAgency requirements
- Completion of research policy updates
- Development of a new Strategic Research and Scholarship Plan
- Re-initiate a working group on Indigenous Research
- Consider a new working group on EDI in the research enterprise
- Continue work to develop formal recognition for undergraduate research

COMMITTEE MEMBERSHIP

Michael Quinn, CHAIR, Vice-Provost and AVP, Academic
Kenna Olsen, VICE-CHAIR, GFC Academic Staff Member
Francine May, Designate for Dean, University Library
Melissa Deane, Director, Office of Research, Scholarship and Community Engagement
Lynne Lafave, Chair, Human Research Ethics Board
Michael Roberts, Associate Dean responsible for research
James Stauch, Institute/Centre Director
Ranjan Datta, Academic Staff Member (Arts)
Uthpala Tennakoon, Academic Staff Member, (Business and Communication Studies)
David Legg, Academic Staff Member (Health, Community and Education)
Trevor Day, Academic Staff Member (Science and Technology)
Carolyn Willekes, Academic Staff Member (Teaching & Learning)
Madelaine Vanderwerff, Academic Staff Member (University Library)
Angela Galeos, Student Representative
Nabeel Muhammad, Student Representative

Resources

Joseph Anderson, Associate Dean responsible for research (September – October)
Liza Choi, Associate Dean responsible for research
David Bird, Associate Dean responsible for research
Ray DePaul, Institute/Centre Director
Danah Duke, Institute/Centre Director
Lena Soots, Institute/Centre Director
Connie Van der Byl, Institute/Centre Director
Michelle Yeo, Institute/Centre Director
Marta Mankiewicz, Finance designate
Sara Djellal, Marketing and Communications designate (*April – Present*)
Julia Thiessen, Marketing and Communications designate (September – April)
Sheena Jensen, RECORDING SECRETARY, Assistant University Secretary, GFC

SUMMARY OF MEETINGS

- September 14, 2021
- October 12, 2021
- November 16, 2021
- January 18, 2022
- February 15, 2022
- March 15, 2022
- April 12, 2022
- May 10, 2022

For additional information and meeting minutes, visit the [RSC](#) webpage.

Research and Scholarship Days 2022 - Wrap-up Report

Intro Summary

For this year's Research and Scholarship Days (RSD) we ran a hybrid event format. There were a mix of online and in-person events, depending on the event set-up and details.

RSD is typically an internally focused celebration and a mix of centralized and departmental events. This year's event followed suit with open central events for all students to participate in, along with department or faculty specific events.

The biggest highlight and success of this year's event was the University-wide student poster presentations. For the first time in 3 years, we were able to host this event on Main Street, with the posters on display. This location and event is key to showcasing research at MRU and engaging the full MRU community in the celebration.

Many volunteers are needed to adjudicate student work at this event each year. Typically, faculty make up the majority of volunteers, but this year we recruited a number of staff as volunteers. This event is a great opportunity for staff to engage with students in a unique setting and be a part of what MRU's main goal is - producing ready to work graduates.

Campaign Duration and Event Dates

The Research and Scholarship Days campaign is made up of two components - the call for students to register to participate and the call for the MRU community to attend and engage with the events.

Each year, we line up the registration deadline with the Faculty of Science and Technology's event. This year, the call for students to register to participate ran from Feb. 1 - March 14.

Once the registration deadline passed, all promotion and communications shifted, calling for people to attend an event, volunteer as an adjudicator and engage in the celebration. This messaging ran from March 15 - April 8.

The **2022 RSD dates were April 4-8**, to conclude with the end of the winter term.

Campaign Components

With a hybrid event format, we used both digital and print channels for promoting this event. This included myMRU ads, Our Community and ORSCE notices, bulletin board posters and targeted emails. All students received an email encouraging them to register to participate and all credit-faculty received

an email informing them of the event dates and deadlines, inviting them to encourage student participation.

Goals and Objectives

The overall goal of RSD is to encourage a research culture at Mount Royal that supports knowledge mobilization, collaboration among faculty and including undergraduate research in the curriculum of all students with learning opportunities.

The following measurable objectives were used as a measure of success:

1. Have at least 30 students register to participate in the general, open research showcase events
2. Have at least 15 attendees at the virtual oral student research presentation event
3. Have at least 1,500 visits to the RSD homepage over the campaign period

High level results summary

As a whole, we were thrilled with the registration and level of engagement for this year's RSD. Particularly as we were able to run the poster presentations in person, we hoped to see an increase in engagement and interest from the MRU community.

Below is an overview comparing student registration levels in the centralized events from the past 4 years.

	2022	2021	2020	2019
Total # of projects presented	92	82	71*	123
Total # of projects adjudicated	71	51		
# of student authors	185	133		155
# of volunteers and adjudicators	69	47		86

** 2020 RSD and centralized events were cancelled. Numbers for the centralized events were also expected to be lower as two sections of a class that previously participated did not return and BCS planned to offer their own event for the first time.*

Detailed results

Centralized student events

Once again, the Library came on board as a presenting sponsor of RSD with the ORSCE. There were three different ways students could choose to present their research in the centralized events - posters, creative works or oral presentations.

All posters and most of the creative works were presented in person on Main Street. Bulletin boards were lined down the middle of Main Street and students were provided with a 1-hour time frame for when they needed to be at their poster for adjudication (optional).

Holding this event on Main Street certainly created an energetic atmosphere and attracted viewers as they were walking by. Students were excited to present their works in person and chat with attendees about their research.

There were a total of 59 posters and 4 creative works presented on Main Street.

Oral presentations were held live, virtually via Google Meet. There were a total of 29 oral presentations, meaning that we had two concurrent Google Meet rooms running. Students were allocated their time slot and popped in and out of the virtual room to complete their presentation. Students were given 10 minutes to present, followed by a short Q&A. Assigned moderators kept the event on track throughout the day.

This format continued to work incredibly well with zero technical issues. Due to the typically low attendance for the live oral presentations, we opted to keep this event in a virtual format. Live attendance numbers were still relatively low, but this format provides the flexibility for people to come and go as they please.

Research Recognition Award Celebrations

	2022 RRA Celebration	2021 RRA Celebration	2020 RRA Celebration (held in 2021)
Live attendees	20	21	7
YouTube video views (as of April 27)	75	41	43

For the 2022 Research Recognition Award celebration, we opted to continue holding this event virtually. Typically, this event sees quite low in-person attendance. As such, there is more value in holding the event virtually, recording the presentation and posting it on the mru.ca/RRA website post-event, where we see the greatest engagement.

This trend continued in 2022. In-person attendance at the Google Meet event was low at 20, but the post-event video views are strong with 75 views as of April 27, 2022. This recorded video will continue to live on YouTube and the mru.ca/RRA website over the coming year, meaning we could continue to see views increase.

As of April 27, 2022, the 2020 and 2021 celebration videos views have increased to 85 and 153, respectively, indicating that having this content live on YouTube is valuable as it continues to generate views over the year.

Decentralized events

The following program or faculty level events were held over the week of RSD:

1. Catamount Community Fellowship Showcase (ICP)
2. Faculty of Science and Technology Showcase
3. JMH LaunchPad Pitch Competition (IIE)
4. Anthropology Honours Thesis Showcase
5. Inclusive and Accessible Research and Scholarship Practices (Faculty of Science)
6. Psych22 Research Showcase
7. Map the System MRU Finals (ICP)

The schedule worked out well with there being at least one event every day over the week of RSD.

While there are some select events (ie. Catamount, Map the System, LaunchPad, etc.) that will always need to be held as a separate event, it would be worth reviewing combining faculty or program level events into the larger, centralized events. One of the biggest concerns with combining events is the amount of logistics, organization and support required. However, it may increase the level of engagement and participation.

For example, two sections of a Child Studies course participated in the centralized events to showcase their work for classroom credit. Including more classes in the centralized events allows students the chance to present their work in a unique way to a broader audience. Finding ways to communicate this option to faculty may increase participation.

RSD website analytics

Below is a breakdown of the analytics for the RSD web pages from Feb. 1 - April 21.

	Total # of pageviews		Unique # of pageviews		Avg. time on page	
	2022	2021	2022	2021	2022	2021
RSD homepage	1,705	1,505	1,437	1,268	1:22	1:12
Event schedule page	643	908	554	758	5:05	3:12
Info for students page	908	951	752	857	4:42	4:46

Info for faculty page	95	90	82	76	1:58	3:00
Featured student research page	N/A	346	N/A	285	N/A	4:21

In 2021, we moved the RSD website from a Google Site to a set of pages within the standard MRU CMS, under the ORSCE section of the website. This change made web updates and changes much easier for 2022 and provides us with comparable data year over year.

It's interesting that while visits to the RSD homepage increased in 2022, visits to the secondary pages slightly decreased. The set of RSD webpages saw its peak on Monday, April 4, the first day of RSD, with 234 page views.

All in all, these are strong web views, keeping pace with 2021 and surpassing our goal of 1,500 visits.

Website stories

Similar to previous RSD's, we take this timeframe to showcase research stories across MRU. This includes event stories and highlighting unique faculty and student research on the MRU homepage. Below is a breakdown of the web stories we completed as a part of Research and Scholarship Days and the web page views as of April 20, 2022.

Story	Total # of web page views
JMH LaunchPad Finals	73
CFI Grant Awards to MRU Faculty	86
Dr. Aliyah Dosani research profile	64
Dr. Mohamed El-Hussein research profile	50
Catamount Fellowship Showcase	85
Esthevan Machado and Eric Bennett research profile	60
Map the System Finals	161
Miistakis Institute Biodiversity project	32

Organic social media

As a part of our organic social media campaign, we focused on highlighting student registration, general attendance at RSD events as well as three select student research projects.

This year had the highest number of posts created for MRU social media channels for RSD to capture the breadth and depth of the overall event but also to include promotion of specific events such as LaunchPad and Map the System, along with student and faculty features and awards.

Different channels have different audiences which is reflected in the engagement of specific posts:

- The feature on Dr. Mohamed El-Hussein posted had the highest engagement on Facebook
- The top performing posts on LinkedIn were about the Canada Foundation for Innovation Awards and the Research Recognition Awards
- The Catamount Fellowship student feature was the highest engaged post on Instagram, followed by a feature on a student's poster that discussed true crime podcasts

As seen in the results below, LinkedIn had by far the most amount of clicks to web stories. Overall, this was a successful organic social media campaign with great reach and good engagement.

Social Media channel	Number of Campaign Posts	Reach	Likes Comments/ Shares	Clicks on Link	Video Views
Facebook Posts	10	14,155	280	38	N/A
LinkedIn Posts	9	34,237	656	1,085	N/A
Instagram Posts	12	31,503	1,790	50	4,052
Stories (Instagram, Facebook)	5	8,500	N/A	N/A	N/A
Twitter	10	4,531	122	32	N/A
YouTube	6	N/A	7	N/A	305
TOTALS	52	92,926	2,855	1,155	4,357

Budget

With the return to campus and in-person events, there were some printing costs for this campaign. Costs were split between the ORSCE and the Library. The total cost of printing 45 student posters was \$1,378.13. There was an additional small cost for printing bulletin board posters to promote the event.

Go forward recommendations

Overall, we were thrilled with the results and participation in this year's RSD. Especially after another year that was heavily impacted by COVID and uncertainty, seeing an increase in student participation was very encouraging.

After a year of running this event fully online and in a hybrid format, below are some of the recommendations I would put forward for future years.

1. Review decentralized model

While there are valid reasons for having a decentralized model for RSD, it is worth reviewing what a fully centralized and integrated event would look like. Having the poster presentations on Main Street instantly elevates participation and interest from the MRU community as it's highly visible.

Reviewing which individual program or faculty events can be included in the centralized event may help increase participation and engagement across the board. For example, perhaps there are ways to run this event similar to a mini Open House, where program or faculty specific research is showcased in their 'wing'. Bringing all of the smaller events under a larger, single day event could boost engagement, awareness and general interest.

2. Hybrid event style

Overall, the hybrid event style format worked well. Particularly the student oral presentations work really well in a virtual format. It's less disruptive to have guests come and go in a virtual format and gives students practice presenting in an electronic medium.

The Research Recognition Awards run well in both formats and could be reviewed for 2023 to run in-person again. However, we see incredible value from having the celebration event recording posted on YouTube and generating views over the year.

3. Review registration option

While the decentralized events have the option to require registration at their own discretion, it is worth reviewing registration options to attend the centralized events. One of the issues of not having registration is the inability to send reminders the day before, increasing the likelihood of attendance.

Offering a registration option per event allows you to communicate directly with the attendees, send reminders, follow-ups, etc. Registration could be used as a tool to increase commitment and attendance across events.