

# 2014 Annual Report

RÉSEAU DE RECHERCHE SUR  
LES POLITIQUES SOCIALES  
DU NOUVEAU-BRUNSWICK

# rrps.nbsprn

NEW BRUNSWICK  
SOCIAL POLICY  
RESEARCH NETWORK



## Acknowledgements

Cover art by Scott MacAfee, "The GovMaker Conference 2014"

Special thanks to Claire Morris for her years of dedication to NBSPRN as chair of the Advisory Board.

Congratulations to Greg Kealey, NBSPRN Senior Fellow, on his retirement.

Special thanks to Gayle MacDonald for her years of commitment to Andy Scott's legacy as a member of the Advisory Board. Gayle recently retired from her position as Associate Vice President, Research at St. Thomas University and we wish her the very best in her future endeavours.

Thanks to our partners for their ongoing collaboration and support of NBSPRN's work:

- BioNB
- Conseil Economique de Nouveau Brunswick
- MaRS Solutions Lab
- MaRS Data Catalyst
- NB IT Council
- NB2026
- NB Business Council
- NB Research Innovation Council
- Planet Hatch
- Pond Deshpande Centre
- Springboard Atlantic
- Wallace McCain Institute



## **Executive Summary**

2014 was a highly productive year for NBSPRN.

60 projects were started in 2014 that primarily contributed to enhancing collaboration, supporting grant applications and participating in working groups/committees. NBSPRN was/is engaged in 11 projects with combined funding of more than \$1,100,000.

The organization enhanced its outreach activities through more networking events and an increased focus on community organizations. The outreach coordinator has been making progress in engaging the membership to give the network a better understanding of the opportunities that exist for funding, collaboration and knowledge mobilization, to support evidence-based decision-making.

The organization continued to carve out its role as a knowledge broker, authoring knowledge mobilization plans for grant research proposals and beginning development on a policy research database to help get existing research into the hands of knowledge users.

With the position of Research Coordinator established in May, NBSPRN supported 12 funding applications valued at more than \$5,600,000. In an effort to develop new revenue streams that sustain the network, the organization began offering a fee-for-service on successful applications. This model ties the success of the organization with that of its members.

In November, NBSPRN hosted its largest event to date, generating media interest, nearly \$60,000 in revenue, and a sold out audience, welcoming Deputy Premier Stephen Horsman; former White House Deputy Chief Technology Officer and TED Talk alumni Dr. Beth Noveck; Internet Privacy expert Dr. Michael Geist; and Deloitte Global Public Sector Director and author of the Solution Revolution, Paul MacMillan.

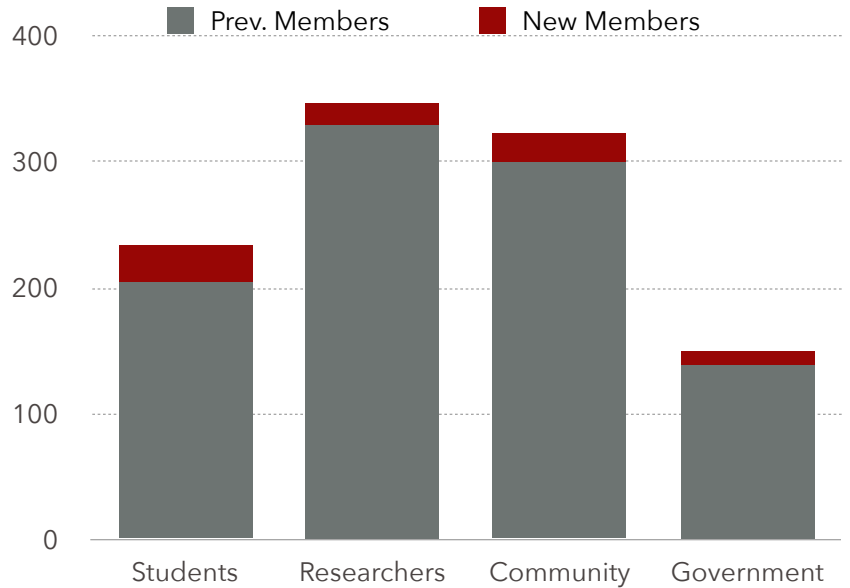
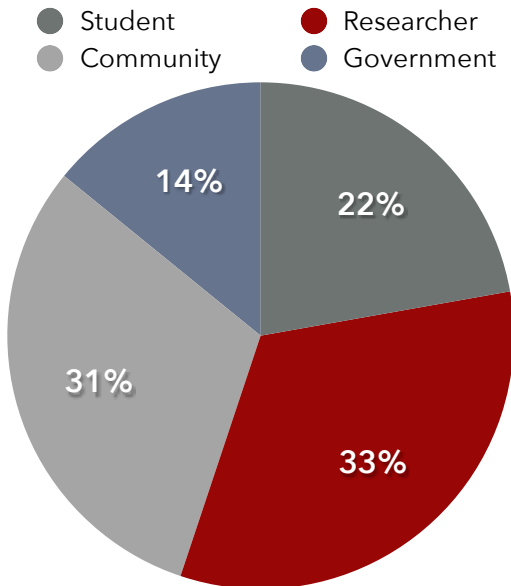
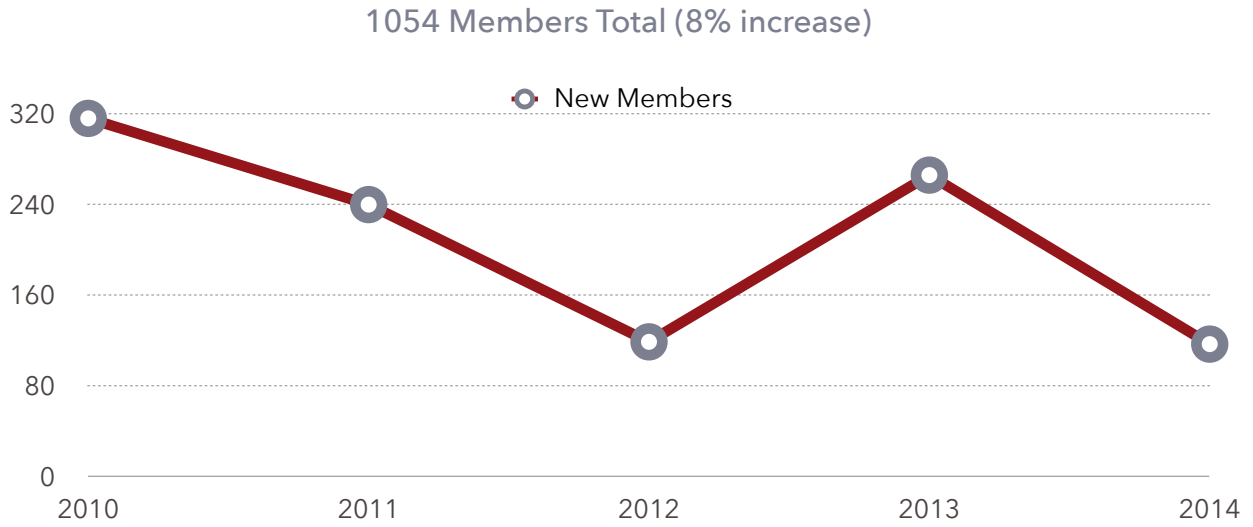
An increase in media coverage, website traffic, and social media activity is indicative of the network's growing profile. With this profile comes increased awareness of the network's activities and demands for its services. Already in 2015, 18 new projects have been started with more expected to begin shortly as funding decisions are announced in the coming month.

2014 has set the stage for success in the coming years, as our stakeholders become increasingly aware of our value proposition, our activities crystallize and we pursue opportunities under the banners of government renewal, smart government, open government and open data.

## **Table of Contents**

Acknowledgements	2
Executive Summary	3
Table of Contents	4
Membership	5
Newsletter, Web & Social	6
Projects by the Numbers	8
Working Groups & Committees	9
Events	9
What our members are saying	11
From The 2014 GovMaker Conference	13
From the membership survey	14
Media Coverage	15

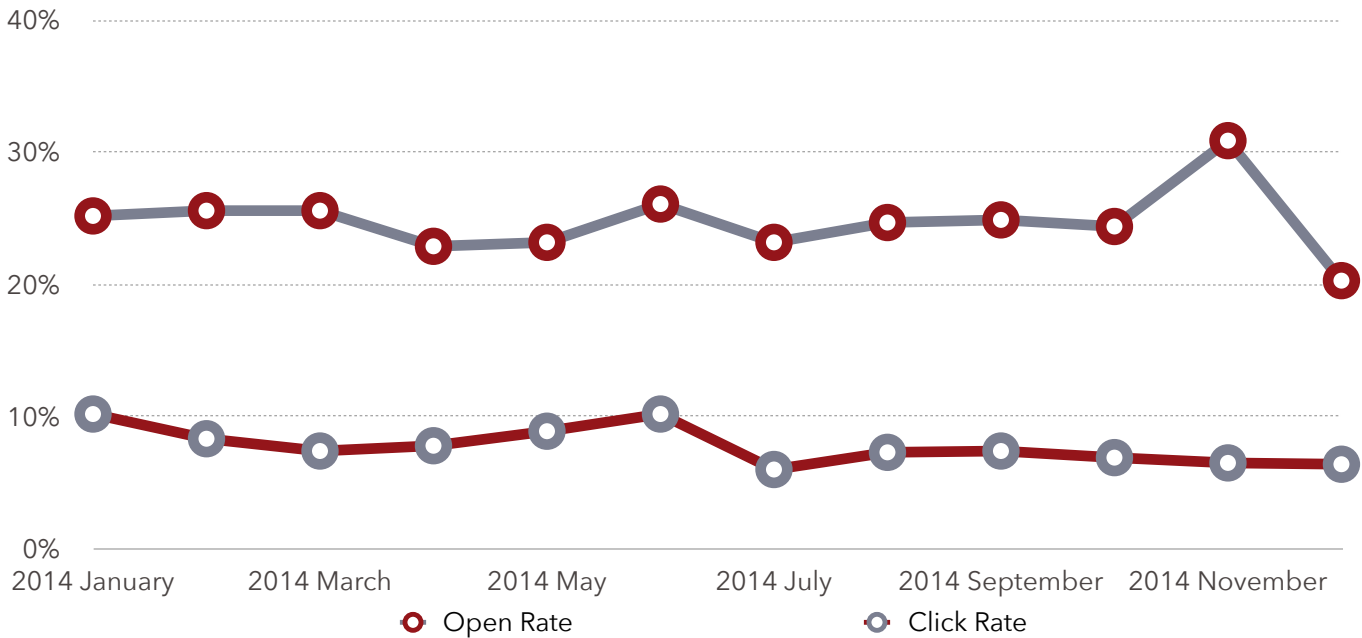
## Membership



## Newsletter, Web & Social

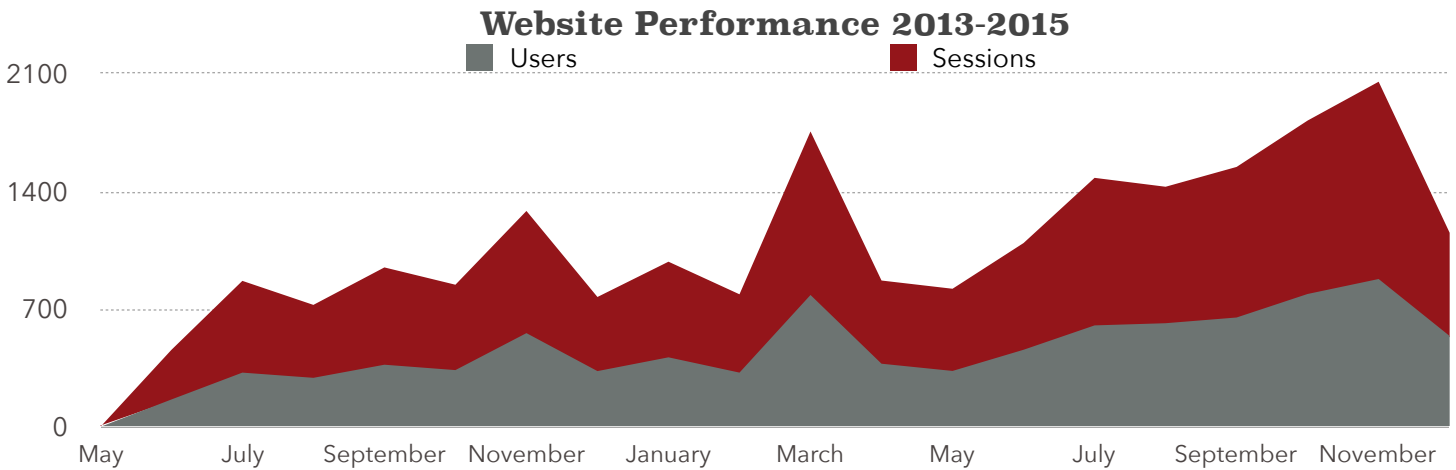
Based on the 2013 membership survey, the general consensus is that social media venues are a key resource for the NBSPRN, including newsletters, bulletins, and the spotlight articles that are done of members within the Network. In this section you will find some statistics relating to our social media channels, website usage, and newsletter performance.

### Newsletter performance 2014



The newsletter continues to be a valued source of information for our members. The table below shows the performance averages for each sector compared to NBSPRN’s performance. While we are above the industry average, we have observed a decline in newsletter usage.

Average	Politics	Non Profit	Government	2014
Open Rate	22.6%	25%	25.7%	<b>24.8%</b>
Click Rate	2.7%	3.3%	3.6%	<b>7.8%</b>



Website usage continues to climb as more and more content is being generated and more traffic is being driven from social media channels. We have observed significant increases in traffic over previous years, with substantial traffic from social media channels over the same period in 2013.

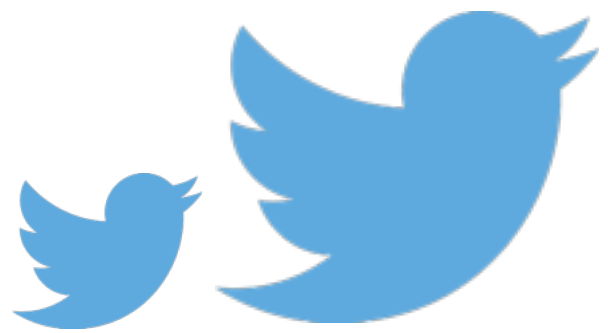
## 26,021 pageviews / 9,033 sessions / 5,966 users

New users are subscribing to NBSPRN's social media channels as the organization continues to build its online profile and connect with other organizations and content producers around the globe. Facebook likes increased modestly while Twitter followers have more than doubled from 2013 to 2014.



240

286

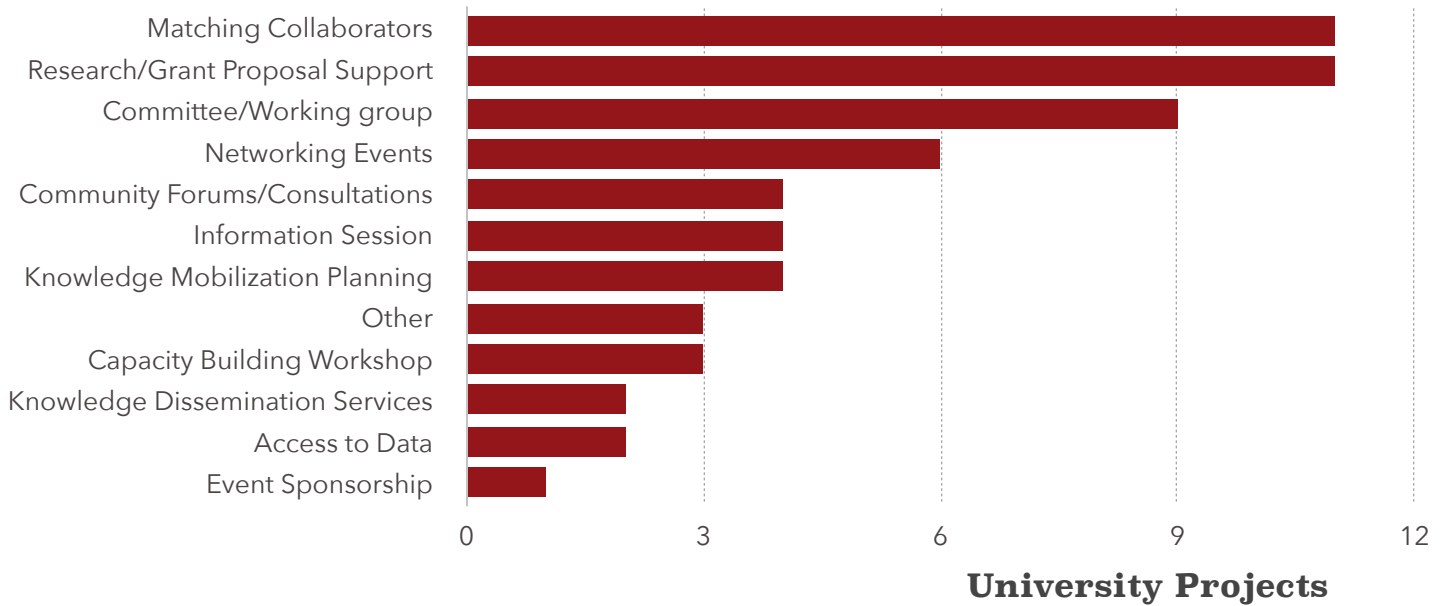


204

413

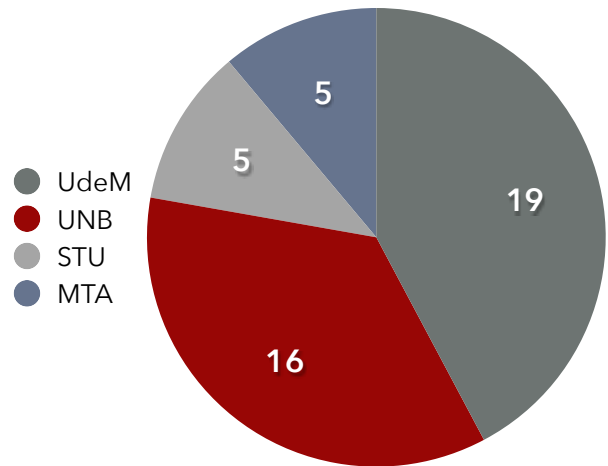
## Projects by the Numbers

### 60 Projects started in 2014



**+\$1,190,000 in funded projects supported<sup>1</sup>**

**12 Grant applications supported valued at more than \$5,600,000<sup>2</sup>**



<sup>1</sup> See Appendix A

<sup>2</sup> See Appendix B



## Working Groups & Committees

1. YMCA Impact Assessment SJ
2. Harm Prevention of Children & Youth
3. NB2026 Roundtable
4. The Mentra Cooperative Board
5. Inspire NB Implementation
6. Aboriginal Labour Market Info Project
7. DOC Talks Board
8. Community Vital Signs
9. Cours d'été international relatif aux droit de l'enfant
10. Northeast Mobile Labour Initiative
11. Overcoming Poverty Together Indicators

## Events

### NBSPRN events in 2014

1. Research to Impact (February)
2. Rural Research Partnerships: successes and challenges (March)
3. Community Showcase and Sharing (May)
4. Open Government Tour (June)
5. Toward a Better Collaboration (June)
6. Data Catalyst Workshop (August)
7. Open Government Consultation (September)
8. Harm Prevention Networking Event (October)
9. Mount Allison Policy Luncheon (November)
10. GovMaker Conference (November)

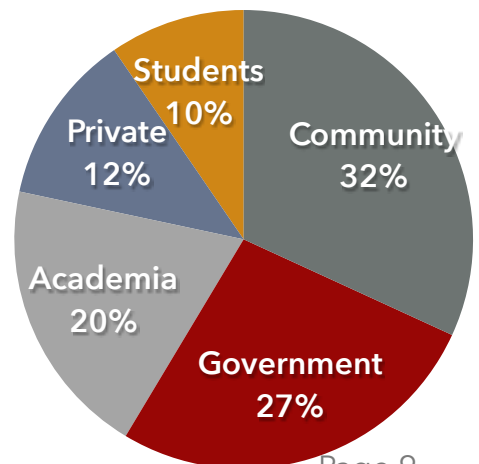
**Total cost of events: \$92,051.40**

**Total funds/money received from events: \$83,799.64**

- \$18,777.34 from ACOA for R2I
- \$6,164.00 from GNB and ACOA for Data Catalyst
- \$58,858.30 in revenue for GovMaker

**Total number of attendees during 2014 events** (including partnership events): **903**

### Sectors in Attendance



**Of all the people who completed the event surveys, on average...**

**88%** stated that they made new connections.

**80%** stated that that the events provided a lot of value.

**76%** stated that they would initiate activities as a result of attending our events.

**81%** stated that they believed our events improved collaboration between academia, government and the community.

**92%** would recommend an NBSPRN event to a colleague.



## What our members are saying

"As a student, **Research2Impact** was a fantastic learning experience. In just 48 hours, I made great new connections, enjoyed informative workshops, learned new research strategies and proposal development techniques, and gained valuable insights from both mentors and participants. I am confident that the lessons learned will add value to my future research and policy-related endeavours. I highly recommend Research2Impact events to undergraduate and graduate student alike!" -**Meranda McLaughlin, Grad Student, UNB**

"The NBSPRN continues to be an important agent in creating an opportunity for increased interest and capacity in public policy development in areas relating to socio-economic policy by the research community and sectoral experts and practitioners, including municipal governments and local non-governmental groups. Our sincere thanks for your commitment to these partnerships in social policy" -**Michael Fox, Professor, Mount Allison U**

"I find the NBSPRN to be a valuable tool. I have used it to get in touch with government officials to develop research priorities and to facilitate connections with community stakeholders. These connections have proved to be very helpful and we remain in regular contact as the research unfolds. This ensures that the research moves beyond theoretical relevance to be useful for decision makers and practitioners alike. I have also been contacted by researchers from other universities to participate in their research and to develop new projects. Overall, the NBSPRN has allowed me to quickly incorporate provincially relevant research into my larger research agenda." -**Mario Levesque, Professor, Mount Allison U**

"La collaboration avec le RRPSNB a favorisé la réussite de la journée« Partenariat entre fonctionnaires provinciaux et chercheurs universitaires : construire ensemble une culture du savoir ». Plus de quarante personnes ont participé à cette journée et le réseau a permis de convaincre plus de quinze fonctionnaires de participer à la journée d'étude. Le lien permis par le Réseau et sa représentante à l'Université de Moncton, Jennifer Godin, entre chercheur et fonctionnaires, a également permis la mise en oeuvre d'un premier projet de recherche, projet qui s'inscrit dans le cadre de la Politique de prévention et de réduction du crime du gouvernement de la province. Plus de cinq fonctionnaires de la Péninsule acadienne sont d'ailleurs impliqués dans le projet qui a pour but de produire des données probantes sur l'intervention auprès des jeunes de la région. Sans la collaboration du Réseau, aucun de ces liens n'aurait été possible." -**Marie-Andrée Pelland, chercheuses, Université de Moncton**

"I was very fortunate to receive an NBSPRN Student Grant. I am so appreciative of the opportunities it afforded me insofar as facilitating additional research opportunities and travel to enhance my research pursuits. I spent the summer critically examining colonial norms and

hidden curriculum in Canadian classrooms - and specifically how these realities impact Aboriginal students and their educational experiences. The Grant was extremely beneficial as it allowed me to purchase additional resources and assisted with travel costs to research libraries in the Greater Toronto Area." -Kylie de Chastelain, student, Mount Allison U

"Andy Scott's 'dream' of increasing evidence-based policy has a true chance of happening as a result of SPRN. As an Advisory Board member and as a Research Administrator, I see the potential for this organization in several facets of my work-life. It is a testament to Andy's vision to see this realized, and a factor in the good governance of New Brunswick that university research based social policy can be finally achieved." -Gayle MacDonald, St Thomas



## From The 2014 GovMaker Conference

"Two days to talk about really complicated problems with a bunch of smart people? I'm in! I am SO in. The opportunity to get in there at GovMaker and rethink our greatest challenges, like the cycle of poverty, energy production, Aboriginal self-determination, climate change and wealth generation gets me really excited. It reminds me of those old Star Trek: Next Generation episodes where Picard listens to Riker lay out his plan and then smiles slightly and says "Make it so, Number One." Let's make it so, New Brunswick - and we can be each others' #1." -Lisa Hrabluk, founder of Wicked Ideas, a new type of media company focused on finding solutions

"In an era where technology and free information abound, it can be confusing and easy to give way to cynicism. If you want to change NB and especially count on the participation of our youth, it starts with the innovative methods of the 21st century, maintaining a constant dialogue and being open and transparent with our citizens. I support the initiative of open government and open data because this is one of the unifying elements of our society. I already envision this event 100 years from now as having been one of the turning pillars of our history. " -Nadine Duguay, Executive Director of 21inc and Co-Chair of NB2026

"New Brunswick's challenges are also our opportunities. There is no better place to blend the momentum of our start-up movement with our expertise in the social economy than in this province. Open data, a digital society, access to quality mentorship and social capital are the key ingredients to a thriving social entrepreneurial ecosystem. This new social economy will create meaningful jobs, heal our people and our environment and foster innovation that will forever change our landscape both locally and across the globe. Don't miss the opportunity to be part of this movement, GovMaker 2014." -Karina LeBlanc, Executive Director, Pond Deshpande Centre

"If we want to start developing the solution economy to address New Brunswick's social challenges, open data and open government will be key. Maybe it's time to stop complaining about our social and economic challenges and start working to solve them." -David Campbell, columnist and economic development consultant

Democracy is a conversation, and the people change the subject. Every business knows its most important asset is the customer. Businesses are constantly polling them, listening to them and acting on their demands. Modern government- successful government is no different. For public policy to be relevant, respected and successful, the government and policy makers must constantly be monitoring its customer - the citizen. - Ed McGinley, Executive Director, NB IT Council

## **From the membership survey**

"NBSPRN's most valuable contribution is creating an environment of collaboration between people/groups/organizations in their mission to improve social policy research and development".

"NBSPRN is a catalyst for increased dialogue and action in social policy research in NB; a leader who is well-situated to facilitate collaboration and improved outcomes for government at all levels, academia, community members, the private sector and others".

"RRPSNB rendre les partenariats possibles et faisables".

"I believe NBSPRN can provide an effective and valuable forum and referral service for governments committed to obtaining evidence critical to good public policy development. I also believe that community organizations can be particularly well-served by the network, given limited resources, time and capacity to carry out necessary research. The network can also benefit from links to key informants in community organizations. Serving as the nexus between community, the private sector, government and academia continues to be the most important contribution of NBSPRN".

"I think the network brings the importance of partnerships between researchers, policy makers and organizations to the communities attention and stimulates great conversations".

"La contribution la plus importante du RRPSNB est de susciter et de faciliter des activités de recherche et de mobilisation des connaissances qui répondent à de véritables préoccupations provinciales".

"La contribution la plus importante du RRPSNB est de permettre la collaboration et des prises de décisions mieux éclairées".

"NBSPRN is a central hub for coordination".

## Media Coverage

In 2014 NBSPRN received positive media coverage indicative of a growing profile and topical activities. Some coverage originated from Université de Moncton and St. Thomas University.

1. Discussion à l'Université de Moncton sur les six domaines des défis de demain
2. *NBSPRN: A Growing Community of Academics, Policy Makers & Community Leaders*, [stu.ca](http://stu.ca)
3. *Open Government Advocate Set to Speak* by George Halim, Telegraph Journal
4. *Embracing the Solution Economy* by David Campbell, Telegraph Journal
5. *Imagining New Brunswick as a World Leader in Open Data*, [cbc.ca](http://cbc.ca) November 23, 2014
6. GovMaker piece on InfoAM November 24, 2014
7. CBC Newsmaker November 24, 2014
8. GovMaker piece on CBC News November 25, 2014
9. GovMaker "What matters Most" Rogers TV, November 26, 2014
10. *Pitching in to help save millions* Shift/CBC Radio One, January 20, 2015
11. *Province faces an 'all-hands-on-deck' moment over deficit* [cbc.ca](http://cbc.ca), January 21, 2015

