

# COLLEGES AND INSTITUTES CANADA



## Emerging themes (1/2)

From the environmental scan and interviews, the following key themes have been identified so far (analysis is not yet complete due to timing of data collection) and will guide the recommendations in the report:



Some outputs are being tracked:

- > Such as learner contact hours; learners employed; number of partners; amount of funding; projects completed; industry awards; alumni data
- > Some partner exit surveys to examine satisfaction
- > Metrics largely determined by partners and funders and are dependent on the project (eg: GHG emissions)



AR structures vary significantly:

- > Including the involvement of faculty, how funding is allocated, size of the team, how priorities are set, and how work is taken on (amongst others)



Funding structures are not fit-for-context:

- > Fosters unsustainable 'grant-to-grant' ways of working
- > Limits ability to build AR center resources and core capacity to support capabilities such as impact measurement
- > Linked with legacy of AR in Universities and funding bodies' understanding of college environment



Collaboration is key:

- > Collaboration amongst Colleges and Institutes is celebrated
- > Important to foster mechanisms that encourage collaboration (e.g. certain funding windows)
- > Equally important to be mindful of and mitigate detractors from collaboration / mechanisms that amplify competition



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# STRATEGIC COMMUNICATION



## OVERVIEW

Colleges and Institutes Canada (CiCan) is Canada's largest post-secondary education network association which serves as the national and international voice of publicly supported colleges, institutes, CEGEPs, and polytechnics. Since 1972, CiCan has been advocating for the interests of their members and celebrating their success in applied research, international development, innovation, and inclusive education practices.

CiCan supports these institutes through a range of activities. These include:

- > Advocacy - CiCan collaborates closely with its members to highlight their priorities and advocate for them.
- > Programmes - CiCan partners colleges and institutions around the world and has helped over 100 countries transform their education systems.
- > Leadership Development - CiCan's Leadership Development Institutes for aspiring presidents, vice-presidents, deans, directors, chairs, and managers provide their members with opportunities to enhance their leadership skills.
- > Mentorship - The new CiCan Mentorship Programme leverages the expertise and experience of current and former leaders in post-secondary education to build capacity and foster knowledge within the college and institute system.
- > Bursaries - CiCan provides bursaries, offering financial assistance to college and institute students in need, covering not only tuition but also other expenses based on the students' requirements.



## THE CHALLENGE

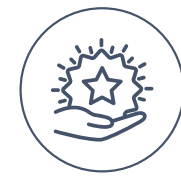
CiCan was seeking to better understand how Applied Research teams in colleges and institutes across Canada are measuring the impact of their projects with students, faculty, and industry partners. They also wanted to know to what extent the Applied Research projects contribute to the environmental and social development of communities, regions, and countries, with specific emphasis being placed on environmental impacts and contributions.





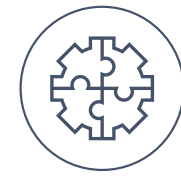
## WHAT WE DELIVERED

- > Research framework
- > Data collection (online questionnaire development, semi-structured interviews and a landscape study)
- > Qualitative data analysis
- > Designed report, including 16 case studies



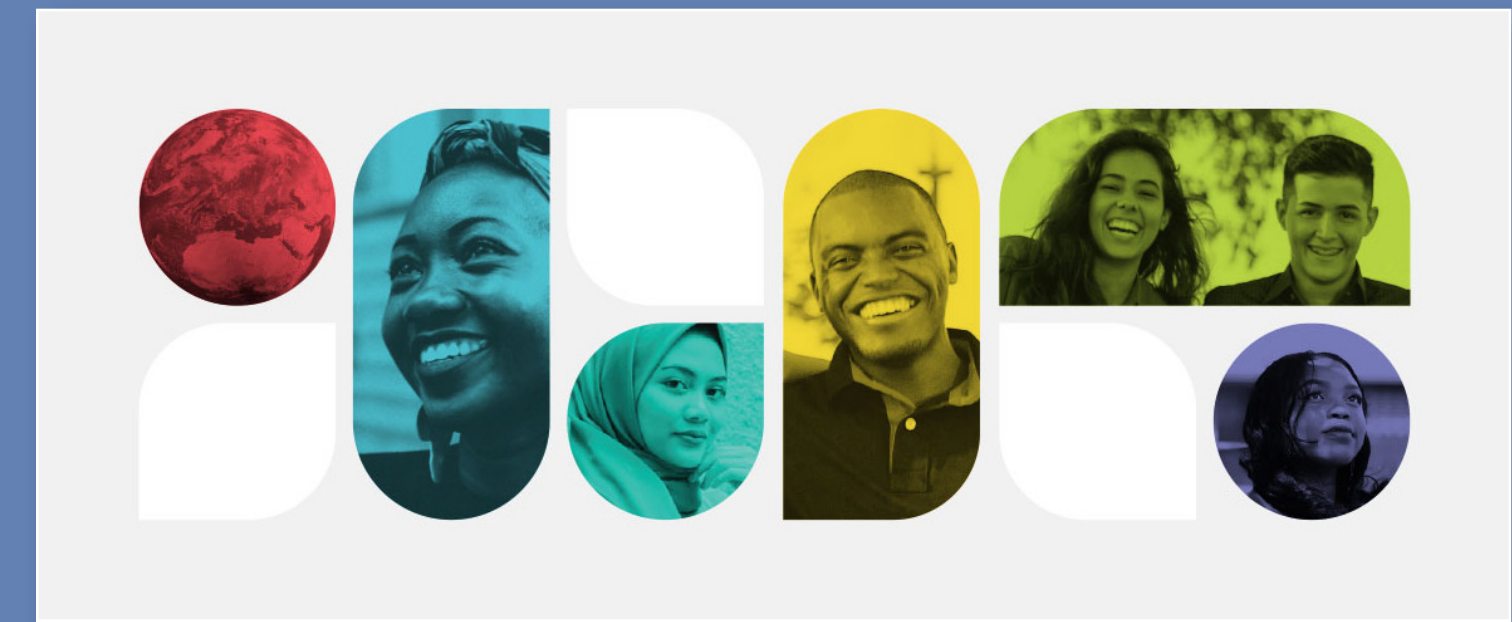
## RESULTS

Through the comprehensive development of the report and the in-depth discussions and interviews that informed it, the selected 16 colleges and institutes in Canada increased their understanding of Impact Measurement and Management of Applied Research. CiCan has gained insight into the needs of their members in terms of the improvement around measurement and tracking, as well as sharing their impact story. This has assisted the CiCan team to begin thinking critically about what kinds of support would be most valuable for its members, as well as identify other key stakeholders (such as partners, funders, and government) who play a pivotal role in decision making.



## IMPACT

The report includes a list of recommendations for CiCan, its member colleges, partners and funders on tools, frameworks and approaches to Impact Measurement and Management standardisation. CiCan is currently reflecting on these recommendations and on how to operationalise a phase two to the project to further enhance their learnings and practice.



**Selection criteria**

Case study institutions were selected from a list of CiCan members with applied research projects identified as relevant in the research data collected for CiCan's 'Are We Ready' report. The factors below were taken into consideration when selecting the 16 case study institutions.

Note that to allow for variety and inclusivity, not every institution selected meets each of the below criteria. Rather, as a group, the selected institutions reflect a mix of the below criteria.

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