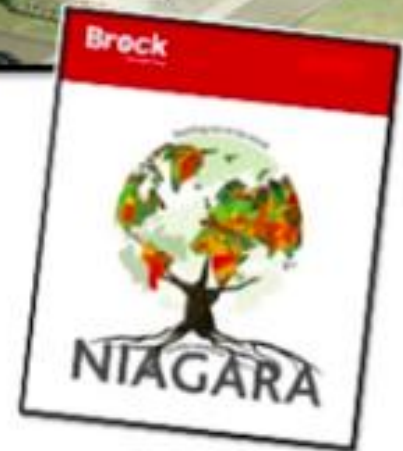
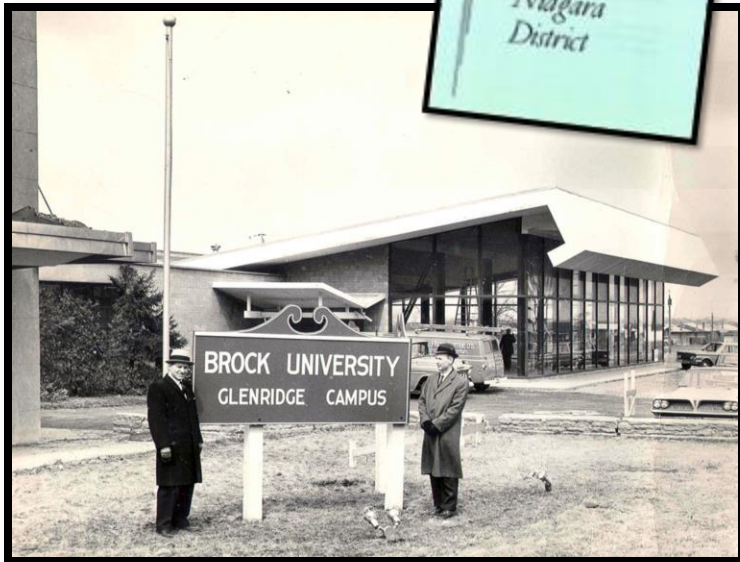
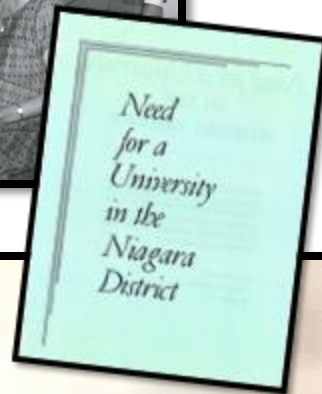


Brock University Presentation to Pelham Town Council

Dr. Gervan Fearon, President and Vice-Chancellor
& Dr. Lynn Wells, Provost & Vice-President, Academic
October 2020



History of success & engagement

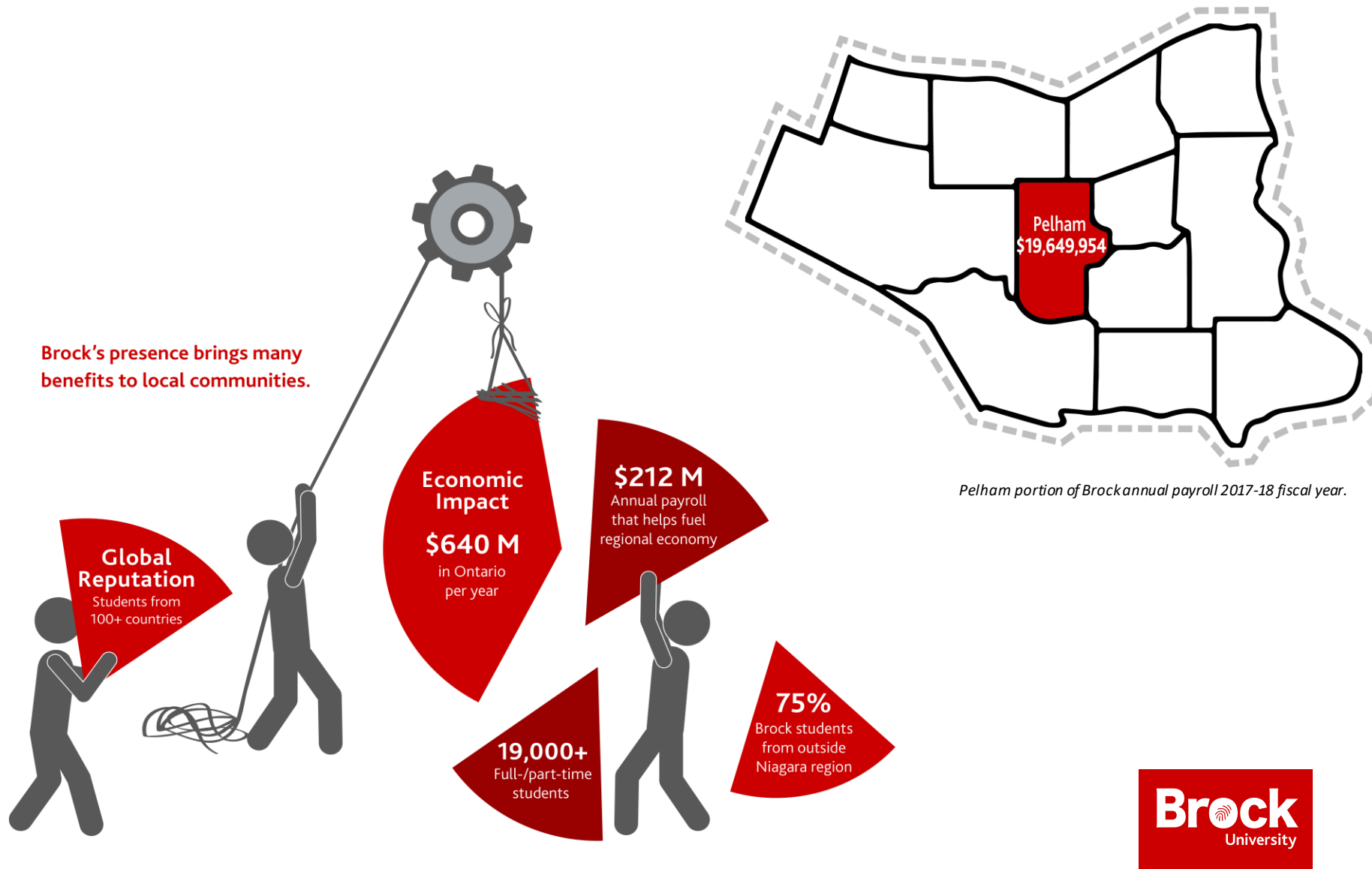


Brock today

- In 2019, Brock had a sizeable increase in number of students (domestic & international)
 - 19,000 students
 - 100,000+ grads
- COVID-19 has impacted University enrollment & ancillary
- 2nd largest employer in Niagara



Brock's economic impact in Niagara



Brock University Institutional Strategic Plan: four key priorities



Offer a transformational and accessible academic and university experience



Build research capacity across the university



Enhance the life and vitality of our local region and beyond



Foster a culture of inclusivity, accessibility, reconciliation and decolonization

Strategic Priority: Enhance the life and vitality of our local region and beyond

Addressing the needs of local businesses

Brock LINC

- 41,000 additional square feet to Brock's campus that is dedicated to enhancing research, innovation, commercialization, and entrepreneurship in the Niagara Region
 - Extending the University's capacity to support commercialization and the application of new technologies for start-ups and SME's in Niagara



Brock-Niagara Validating, Prototyping and Manufacturing Institute (VPMI)

- will enable area businesses to access the University's researchers, expertise and advanced technology
- research and innovation
- testing and prototyping
- training



Strategic Priority: Enhance the life and vitality of our local region and beyond cont'd

Community Partnerships

- Supporting the well-being of the region, as well as addressing workforce development challenges.

Continuing Education

Meeting labour market needs

- Traditional programming
 - Engineering
- Continuing Education
 - skills upgrades, certificates, etc.

Niagara Skills Survey

- Brock has developed a survey alongside the GNCC and Southern Chambers to better understand the needs of local businesses



Sept 22, 2020 MOU signing event with Niagara Workforce Planning Board.



Brock's research impact on industry

Example: Cool Climate Oenology and Viticulture Institute

- CCOVI partners with local wineries and grape growers to provide invaluable research support that impacts the local and Ontario economy
- 2014-15 economic impact study, found that CCOVI:
 - \$58m to local industry and \$91m to Ontario economy
 - Created 307 local jobs
 - Labour income of nearly \$17 million
 - Total crop loss avoidance of 3,362 tonnes of grapes



Community Engagement Strategic Plan: Regional Community Builder Model

Community Engagement Goal	Institution's Strategic Priority
Foster a Culture of Meaningful Community Engagement	Enhance the life and vitality of our local region and beyond
Support Knowledge Mobilization	Build research capacity across the University
An Open and Accessible Community Resource	Foster a culture of inclusivity, accessibility, reconciliation and decolonization
Communicate and Connect with the Community	Enhance the life and vitality of our local region and beyond
Support Experiential Learning and Educational Pathways	Provide a transformational and accessible academic and University experience

Brock
University



Regional Community Builder
Brock University Community Engagement Strategic Plan

[Brocku.ca/CommunityEngagement](https://brocku.ca/CommunityEngagement)

Brock's impact on the community



Brock Centre for Health and Well Being

Health Impact

- Programming for seniors & those with specific health issues
- Functional health programming at Meridian Community Centre - Pelham

Social Impact

- Formal partnerships with our local municipal and community partners
 - Brock Lincoln Living Lab
 - Niagara Adapts
 - Niagara Health
 - Pathstone Mental Health



Niagara Adapts Inaugural Workshop June 2019

Economic Recovery & COVID-19

Local Support

- Face shields and other PPE to local health care workers
- Brock LINC
- Engagement with business community
- Updates & communications with local municipalities
- **How can we help?**



Brock University Makerspace 3D printed face shield mount for health workers in Niagara



Various PPE supplies donated to local hospitals in early March

Research

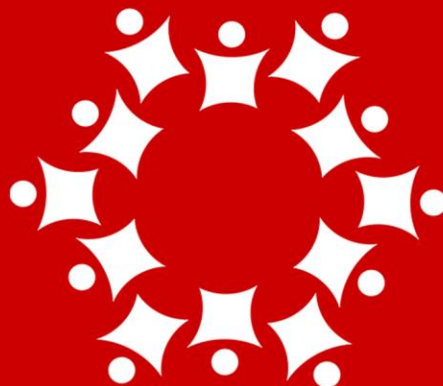
[Brock studying vaccine strategies](#)

[Personality Traits & COVID-19](#)

[Children & COVID-19](#)

[Lying & COVID-19](#)

[COVID-19 & Active Canadians](#)



Regional Community Builder

Thank You

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brocku.ca/strategic-plan