

Knowledge Impact in Society



THE MONIESON CENTRE
CREATING VALUE THROUGH KNOWLEDGE

Newsletter - Fall 2008

The Monieson Centre Leads 3-Year Knowledge Impact in Society Project

A 2006 Interim Senate Report on rural poverty indicated that many of Canada's rural communities are in economic, demographic, educational and social decline. The Monieson Centre's Knowledge Impact in Society (KIS) project is helping address this need by stimulating Eastern Ontario's economic activity through the mobilization of academic knowledge.

Funded by a \$300,000 grant from the Social Sciences and Humanities Research Council, the KIS project is a natural fit for The Monieson Centre at Queen's School of Business which brings researchers and organizations together to generate value through knowledge. The project is a true collaboration, connecting The Monieson Centre's research capabilities with the economic development expertise of the Prince Edward/Lennox Addington Community Futures Development Corporation (PELA CFDC) and the Eastern Ontario CFDC Network, Inc.

KIS' success is grounded in its connections to real communities. By partnering with CFDCs, the Monieson Centre's team of researchers is working hand-in-hand with business leaders in 15 Eastern Ontario rural areas. Already this fall, the KIS team has held five workshops in local communities to pinpoint critical research needs.

As needs surface, The Monieson Centre is advancing several ventures that put practical tools into the hands of local practitioners. Over the course of the 3-year project:

- Leaders from 15 communities will provide input on research priorities
- A series of Knowledge Syntheses highlighting research findings related to the region's knowledge needs will be produced
- 15 businesses will receive free consulting services from the Queen's Business Consulting Group
- 45 business success stories will be profiled
- Businesses with 15 or more employees will have the opportunity to benchmark their HR practices through the Queen's Centre for Business Venturing's BSME Survey
- A blog and online discussion forum will be launched, allowing practitioners and experts to regularly interact

The knowledge products of the KIS project are available to the public at no charge through www.easternontarioknowledge.ca and will be profiled at the annual KIS Showcase at Queen's University.

Discovery Workshops Highlight Community Needs

This fall, researchers from The Monieson Centre, in partnership with the Queen's Executive Decision Centre, have met with leaders in 5 communities across Eastern Ontario. At each workshop, Erik Lockhart, Associate Director of the QEDC, uses portable electronic meeting room technology and traditional facilitation to help these community leaders identify their region's most pressing research needs. Participants often remark on how efficiently QEDC's technology enables group interaction and draws together diverse opinions and perspectives.

The sessions, however, are about much more than state-of-the-art technology. Judy Heffernan, General Manager of the Greater



Peterborough CFDC, said "the collaboration between the university research[ers] and [identifying] what some of the burning issues are for the business community at large," is the key to making this endeavour a success.

Already, the KIS team is developing Knowledge Syntheses – practitioner-oriented summaries of academic literature – addressing the issues raised in the Discovery Workshops. In the coming months, Discovery Workshops will be held in ten additional communities in Eastern Ontario.

KIS Showcase

Mark the date! On April 8, 2009, The Monieson Centre will be hosting its first annual KIS Showcase at Goodes Hall, Queen's University. It promises to be an informative day highlighting the central issues of economic development in rural Eastern Ontario.

Furthering the mandate of the KIS project, the showcase provides an opportunity for academics and practitioners to dialogue about Eastern Ontario's key economic issues. The showcase offers a range of valuable information including a summary of the issues raised through the Discovery Workshops, presentations of related research findings from the project's Knowledge Syntheses, profiles of successful businesses from the region, as well as a host of experienced speakers.



“The Discovery Workshop had people in our community working together who had never done so before.”

Queen's Students Highlight Business Success Stories

This fall, fourth-year Queen's Commerce students have been working with thriving rural businesses to document their keys to success.

Professor Gary Bissonette comments that food companies like Barley Days Brewery, Fifth Town Artisan Cheese, and fractional-ownership cottage developments like Frontenac Shores and Wolfe Springs Resort succeed because they “find a niche... and leverage their area's strengths, including tourism and organic farming.”

Over the course of the three-year KIS project, 45 success stories from leading organizations across the region will be profiled. Results of the studies are posted online at easternontarioknowledge.ca and will be presented at the annual KIS Showcase.

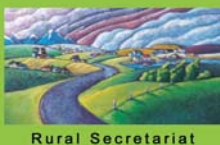


Dr. Yolande Chan, Director, The Monieson Centre, and Craig Desjardins, Executive Director, PELA CFDC, interact at the 2008 CURA-KIS Reception



For ongoing updates on the KIS Showcase, visit www.easternontarioknowledge.ca.

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