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Acknowledgements

*Brandon University Community Outreach Service would like to extend its appreciation to the Province of Manitoba, **Manitoba Agriculture, Food and Rural Initiatives (MAFRI)** for their commitment to the Outreach Service.*

*A thank you is also extended to the **Outreach Advisory Committee** for their work over the past year -- their contributions of time and energy, suggestions and feedback on outreach activities.*

*A special thank you goes out to all of the **Brandon University faculty members** who have volunteered their time, **students** who have shown interest in the service, and **members of communities and organizations** that have chosen to participate.*

Without the involvement and interest of these groups, the Outreach Service would not be able to fulfill its goals.

Rural Development Institute (RDI) Manitoba Agriculture, Food and Rural Initiatives (MAFRI)

The **Rural Development Institute**, located at Brandon University, functions as a not-for-profit research and development organization designed to promote, facilitate, coordinate, initiate and conduct multi-disciplinary academic and applied research on rural issues. The Institute provides an interface between academic research efforts and the community by acting as a conduit of rural research information and by facilitating community involvement in rural development. RDI projects are characterized by cooperative and collaborative efforts of multi-stakeholders.

In 1999, RDI created the Community Outreach Service as a means of coordinating and encouraging rural- and northern-focused initiatives for community development through community-university partnerships. RDI-BU supports the Community Outreach Service by providing a paid student coordinator, office space and supplies, financial management, and guidance through Advisory Committee involvement.



Manitoba Agriculture, Food and Rural Initiatives provides a yearly contribution to the Brandon University Community Outreach Service to fund community-university project partnerships.

The partnership between MAFRI, the Rural Development Institute (RDI), and the Community Outreach Service demonstrates a continued commitment to the development of healthy and dynamic rural and northern areas.

MAFRI's strategic priorities include rural and northern development, community economic development, agriculture, clean water, alternative energy, aboriginal development, market development for local products, development of rural- and farm-related employment opportunities, and others. These priorities have been reflected in the wide array of projects funded through the Community Outreach Service since its creation in 1999.



2012-13 Outreach Advisory Committee



Wm. (Bill) Ashton

Rural Development Institute

Joined the advisory committee in 2009, Bill has acted as the co-chair and a committee member. As the director of the Rural Development Institute, he works with the Community Outreach Coordinator.

Roberta Graham

School of Health Studies

Roberta has represented the School of Health Studies on the Outreach Advisory Committee since April 2003.



Dean Care

Acting VP Academic and Provost, Research Committee Chair

Dean Care joined the Brandon University Community Outreach Advisory Committee in August 1, 2012. as co-chair .

2012-13 Outreach Advisory Committee



Jackie Kirk
Faculty of Education

Jackie Kirk has served on the Outreach Advisory Committee since fall 2008 and she represents the Faculty of Education.

David Playfair
School of Music

David Playfair has represented the Faculty of Music on the Outreach Advisory Committee since 2010.

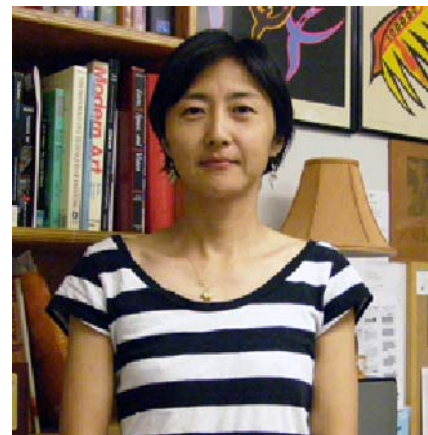


Balfour Spence
Faculty of Science

Balfour Spence has served on the Advisory Committee since Winter 2009 as the Faculty of Science representative.

Lin Xu
Faculty of Arts

Lin Xu joined the advisory committee in January 2012
Lin represents the Faculty of Arts on the Community Outreach Advisory Committee.



Community Outreach Coordinator

In the past fiscal year Brandon University Community Outreach Service funded interesting and collaborative projects between Brandon University faculties, students and community participant in Birtle, Swan River, Russell, Shilo and Brandon.

BU Community Outreach Service contributed \$15,821.00 while the community matched the grant with \$30,030, making a total of \$45,851.00 approved for community and university collaborative projects this past year. This initiative has enabled Brandon University students to continuously gain practical experience in their field of studies while the community benefited immensely from the project.

The funded projects include: Determination of a system to propagate Red Osier Dogwood; Food Café's: Beginning to understand the Food Landscape in Brandon; Determination of Current Practices Related to Critical Incidents in Manitoba; Birtle Riverside Park Project; A Topographic Survey of Camp Hughes; and Asessippi Parkland Business Retention and Expansion Program.

A total of 74 Student Service Learning (SSL) applications were received from student volunteers in the community in the past year and all were approved, giving the students the opportunity to get credit for their volunteer activities.

The past year was extremely interesting, at the same time challenging, as the BU Community Outreach Service Coordinator I am very grateful to have had the opportunity and am sincerely thankful to the Outreach Committee and the ever supportive RDI staff.

Yakub Abiodun Adediran
Community Outreach Coordinator
Brandon University Community Outreach Service



Overview of Outreach Service

As a rural-focused institution, Brandon University has a responsibility to the communities of which it is a part: the City of Brandon and rural Manitoba.

The Brandon University Community Outreach Service help facilitate a series of collaborative projects between the University and community organizations in the region. In the past projects have been carried out with individual and community organizations in Brandon, and rural locations such as Rivers, Sioux Valley, Churchill, Swan River, Killarney, The Pas, and others. Past community partners included a variety of organizations for example; The Canadian Red Cross, Brandon Wildlife Association, Manitoba Métis Federation, regional health authorities, school divisions.

The purpose of the Community Outreach Service is to create opportunities for community development by promoting and establishing community partnerships. The service strives to foster University-community collaborations and create opportunities for knowledge transfer between the university and participating communities. The partnerships of community, BU faculty, and students bring along new opportunities for research and offering positive learning opportunities for students in an applied environment, while addressing specific needs in participating communities and community organizations in the region.

The Outreach office received eight proposals for the last fiscal year, six of which were approved for funding . Altogether \$15,821.00 was allocated in project funding in 2012-13, with participating communities and organizations contributing \$30,030.00 in total cash, and in-kind funding for these new projects. The project participants included local, regional, and provincial community organizations who teamed up with faculty and students from the departments of Biology, Anthropology, Health Studies Nursing, Geography and Rural Development.



From BU Outreach Service Project Archives

Community Outreach Service Background

*In 1997, David Douglas, a visiting professor from the University of Guelph's School of Rural Planning and Development, prepared a report on Rural Development at Brandon University. One of his recommendations was the establishment of a community outreach service. The university, in collaboration with the Rural Development Institute, launched the **Brandon University Community Outreach Service** at the Rural Forum the following year.*

How it works

The Brandon University Community Outreach Service assists in matching the needs of community organizations with the learning and research interests of university students and faculty.

The role of the service is to coordinate and facilitate the initiation of projects in communities across Manitoba. As such, the Outreach Service does not design, manage or undertake specific projects; it is the faculty and/or students who undertake projects in partnership with community organizations.

An Outreach Advisory Committee, composed of representatives of the five faculties and schools within the University, oversees the Outreach Service, provides suggestions on requests, and adjudicates proposals submitted to both the Open and Annual Call for Proposals. An Outreach Coordinator works with community organizations, faculty and students on behalf of the Outreach Advisory Committee.

Students, faculty and community organizations comprise the outreach triad. Requests for outreach projects can originate from any one of these groups.

The goals of the Community Outreach Service

To coordinate and encourage Brandon University outreach activity by:

- providing a vehicle for faculty to garner connections for research interests
- offering positive learning opportunities for students in an applied environment
- identifying a clear path of access to Brandon University resources for communities in need of assistance

To serve as a formalized vehicle for Brandon University's service mission by:

- raising the profile of Brandon University, its departments, and its faculty in the Community
- demonstrating Brandon University's commitment to the community it serves
- encouraging a greater collaboration and mutual knowledge transfer between the university and community-based organizations
- facilitating exchanges so that communities can more easily access university resources and knowledge when addressing their social, economic and cultural challenges.



APPROVED PROJECTS 2012-2013



2012-13 Community Outreach Projects

Determination of a System to Propagate Red-osier Dogwood

Project Partners:

Community: Robert Scales, Swan River Community

Faculty: William Paton, Department of Biology, Brandon University

Student: Zach Polk, Department of Biology

Funding Approved: \$3,000.00

Red-osier dogwood has the scientific name of either *Cornus sericea* or *Cornus stolonifera*. This shrub grows frequently on land that is considered marginal for agriculture. However, the species is found to be somewhat drought tolerant and it is reported, does well in sandy environments. This shrub is found across northern and western Canada.

Seeds of *Cornus stolonifera* can be germinated, but so far only with low percentage success. Berries of Red-osier dogwood are reported to have been used by some Aboriginal tribes to treat colds and bleeding, or as a blend in tobacco.

Robert Scales; the community partner, explains that *Cornus stolonifera* can be fed to domesticated animals such as livestock as part of a feeding regime in place of silage and offers promise for increased growth compared to a control diet. The Red-osier dogwood is reported to be rich in antioxidants.

The project will try to determine the treatments and conditions needed for successful propagation of *Cornus stolonifera*, so that this shrub can be grown commercially in rural Manitoba. Having a controlled growth in Brandon University laboratory would give us the needed observation. This would be carried out by students of the department of biology under the supervision of a faculty member. It is believed that the potential for economic development is very significant.



2012-13 Community Outreach Projects

Food Café's: Beginning to Understand the Food Landscape in Brandon

Project Partners:

Community: Ryan Graves, Brandon Neighborhood Renewal Corporation (BNRC)

Faculty: Nancy McPherson, Department of Health Studies Nursing, Brandon University

Students: Cassandra Fowler and Ashley Gibson, Department of Psychiatric Nursing

Funding Approved: \$2,790.00

The design of this project builds on work that has been done in Winnipeg through Food Matters Manitoba in creating Community Food Assessment documents in the Winnipeg area. The Brandon Neighborhood Renewal Corporation (BNRC) in conjunction with Brandon University Faculty and students' team up to carry out Food Assessment in Brandon as one has never been done before.

The main aim of this research will be on food availability in Brandon, and the impact of food programs/availability with Brandon residents. Students will be involved in the facilitation of the food cafe's, conducting the topic research, compiling data, and the writing of the preliminary report

This project will identify existing programs around food availability/security, and highlight gaps in these programs as well as identifying food deserts and challenges to obtaining healthy food for Brandon residents. Food deserts are areas that lack access to affordable fruits, vegetables, whole grains, lowfat milk, and other foods that make up the full range of a healthy diet. These areas can exist as a result of a lack of physical access, financial access, or food knowledge.

It is believed that this project will be able to track the amount of kitchen waste sent to the landfill and the impact of the current composting program running through the Brandon Environmental Committee. This information will assist the City in planning programming/ educational strategies into the future.



2012-13 Community Outreach Projects

Asessippi Parkland Business Retention and Expansion Program

Project Partners:

Community: Marcia Rowat, Asessippi Parkland Economic Development Corporation, Russell

Faculty: Doug Ramsey, Department of Rural Development, Brandon University

Students: Sarah Woods, Department of Geography and Rural Development

Funding Approved: \$2,000,00

Based on the Regional Economic Assessment Process (REAP) carried out in the fall of 2012 by Asessippi Parkland Economic Development Corporation (APEDC). The purpose of which is to find unique competitive economic advantages, identify business gaps in the regional economy, provide a guide for strategic economic planning, and to involve a wide group of regional stakeholders in the economic development process.

One of the key results of the assessment pointed to strength and opportunity in our local Retail Sector and the Tourism Service Sector. In identifying ways of boosting this sector, it is believed that we need more information and data especially in the area of Business Retention and Expansion Program (BR&E).

The coming together of APEDC, Brandon University faculty and students would identify the right approach to get the relevant data. We believe the research would aid us in identifying, evaluating and addressing specific needs and concerns of this sector.

Students under the supervision of faculty are going to be involved in designing the survey instrument, administering the survey, data analysis, report writing and public presentations. It is believed the result of the project will encourage the local community to generate economic development plans, and create a broad-based community coalition to a sustainable long-term economic development effort.



2012-13 Community Outreach Projects

Determination of Current Practices Related to Critical Incidents in Manitoba

Project Partners:

Community: Loretta Oliver & Ngaire Abernethy, Office of the Fire Commissioner

Faculty: Noreen Ek, Faculty of Health Studies, Brandon University

Student: John Jackson, Department of Nursing

Funding Approved: \$2,031.25

In 2002, the Manitoba Fires Prevention and Emergency Response Act Section 35(3) was amended to include (as part of the Fire Commissioner's responsibilities) "provide training in critical incident stress management (CISM), and coordinate emergency response personnel in the provision of critical incident stress management."

This project wants to investigate the validity of the present system of stress management, which employs the Mitchell Model which was first developed in 1983, about 30 years ago. Advances in science and medicine have resulted in a much greater understanding of how individuals react to trauma and stress, including the diagnosis and treatment of Post Traumatic Stress Disorder.

With the assistance of Faculty of Health and students, an evaluation of the existing provincial CISM network including utilization data, team structures and organization would be carried out.

The staff of the fire commissioner's office would provide the necessary assistance such as identifying and securing stakeholders; the BU faculty would guide the students through the project.



2012-13 Community Outreach Projects

Birtle Riverside Park Project

Project Partners:

Community: Shonda Ashcroft, Birtle and District CDC and the Birtle Parks Board

Faculty: Doug Ramsey, Department of Rural Development, Brandon University

Student: Sarah Woods, Department of Geography and Rural Development

Funding Approved: \$3,000.00

Birtle Riverside Park is located within the Town of Birtle and is owned by the Town and managed by volunteer boards. The Birtle Parks Boards are responsible for all aspects of the maintenance, safety and improvements of the campground, picnic and pool area.

The boards' mission is to promote and provide family oriented camping and outdoor activities for all ages in a natural woodland setting on the banks of the Birdtail River. They work cooperatively with the Valley Recreation District and other park organizations - Golf Club, Tennis Club, Swim Club and Ski Club – to ensure their patrons have an excellent recreational experience.

The Birtle and District CDC and the Birtle Parks Board with the help of Brandon University faculty and students, would like to determine who those people using campgrounds are and the methods and criteria campers use when choosing their destination campground.

Students would be involved in designing the questionnaire and administering, analyzing and reporting. It is believed the findings would assist with future upgrades and marketing plans.



2012-13 Community Outreach Projects

A Topographic Survey of Camp Hughes

Project Partners:

Community: Marc George, Canadian Forces Base, Shilo

Faculty: Suyoko Tsukamoto, Department of Anthropology, Brandon University

Student: Alessandro Strapazzon, Department of Anthropology and Psychology.

Jillian Combs, Department of Anthropology and Geology

Funding Approved: \$3,000.00

Camp Hughes was designated a provincial heritage site (No. 82) in 1994 and recently recognized as a national historic site of Canada in 2011. At its zenith from 1916 - 1917, nearly 39,000 Canadian soldiers from Manitoba and Saskatchewan were trained at this camp. Since the Camp's demolition in 1934, the land has been leased for agricultural purposes.

The focus of this research project will be to establish the extent of the enemy lines of the trench complex at Camp Hughes. Portions of the enemy trench system appear "missing" or "incomplete" and have not been mapped. This project aims to identify the boundaries and fill in the missing gap.

Brandon University students are going to have practical experience in archaeological survey techniques. Students from the Department of Anthropology are going to be involved in operating the total station, hold the stadia rod and record their findings, guidance would be provided by the faculty



Students Service Learning (SSL)

*Connecting Students and Community Organizations
through Volunteer Activities*

The Community Outreach Service introduced Service Learning in 2005 to encourage volunteer activities among Brandon University students and to recognize student volunteers for their contributions to the community.

The Service Learning program enables students to receive recognition on their transcripts for their volunteer services in community and non-for-profit organizations. The program acknowledges the value of activities beyond the academic setting, and provides an opportunity for students to apply their knowledge and skills to the benefit of the community in which they live.

History of Service Learning

A growing interest in service learning at universities across Canada stimulated the Outreach Advisory Committee to explore opportunities in this area. The potential to involve students in Outreach Service projects through their coursework, and possibly developing new courses based on the service learning pedagogy, garnered the interest of the Advisory Committee.

Two former Outreach Coordinators, Deatra Walsh and T. Keith Edmunds, pursued the Advisory Committee interest in this topic and, with the involvement of the Committee members, created various documents which provided examples of service learning programs across Canada and presented possible scenarios for a service learning program at Brandon University. One of these documents gave rationale for various scenarios of service learning including course fee/no course fee, credit/no credit, classes/no classes, and organization/coordination. It also addressed potential issues and solutions for a service learning program at BU.

As a result of the efforts of the Advisory Committee and Outreach Coordinator, this document was considered by the Senate Committee, which approved a service learning format in June 2005.

Service Learning Guidelines

- The project should meet the needs of the community organization and the education goals set by the student.
- Students are required to complete at least 20 hours of service during the academic year, including summer. (Hours are calculated from the date of application).
- Students may not receive annotations for projects in which they are receiving payment (stipends, scholarships, bursaries, etc.) however, compensation may be allowed for expenses in some cases. This guideline is based on the Service Learning definition of volunteer activities as those for which monetary compensation or other forms of remuneration, beyond reimbursement for expenses, are not received.
- Students may receive one annotation per school year, with a maximum of four annotations.

The Service Learning Committee (SLC) will determine whether or not approval is granted for a particular annotation. If granted, the SLC will ensure that the Service Learning annotation, together with the title of the project, will be included on the student's transcript.

Service Learning

2012-13 Service Learning Projects

Seventy-four (74) Student Service Learning applications were received and approved from April 2012 to March 2013. This amounts to 1480 volunteer hours in community service. Their volunteer activities included program coordination, student tutoring, event promotion and student leadership program, project marketing and other duties. The following section offers an overview of some volunteer activities.



Student Leader Coordinators' archives Brandon University

Parent-Child Home Program Volunteer Child and Family Services

Program on-going

Joyelle Norris, a psychiatric nursing student is having her mentorship program with the Family Service Western Manitoba.

Joyelle believes that all the required nursing skills such as listening, watching, speaking that are invaluable in any clinical setting can be best sharpened when working in the parent child home program.

BU Health Studies Student Association (BUHSSA)

Program on-going

Under the tutelage of Dr. Roberta Graham, five Brandon University students are learning the ropes of professional development and cooperation as members running the student association, organizing events and social activities towards a common goal for better health professionals.



Service Learning Projects 2012-13

Brandon University Student Leader Program

A very important program in the BU calendar is the Orientation Program for new students.

Several upper level BU-students welcome new students, provide them confidence, show them around and introduce them to life on campus.

Upper level students use this opportunity to participate in the Students Leadership program which prepares them for the transition program.



Student Leader Coordinators' archives Brandon University

“I am incredibly proud of this year’s student leaders and coordinators cohort, they did an amazing job in recruiting and training despite the time constraint”

Alex Braun, Student Leader Program Coordinator commending the 2012 coordinators and leaders. October 2012.

Student Leader Coordinators Brandon University

A total of 52 Brandon University students completed their Service Learning projects as Student Leader Coordinators/Leaders in 2012 while 23 others hope to complete in the September 2013 orientation.

“BU-Student Leader program will enhance my communication, presentation, and leadership skill. I would be more comfortable, and have the courage of handling interpersonal communication and working in a team environment ”

Student Leader Program project participant, 2012.

