



**BRANDON
UNIVERSITY**
Founded 1899

2010-12 Annual Report



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Message from Brandon University Vice-President (Academic and Provost)

Dr. W. Dean Care, Ph.D.



At Brandon University, we are proud of Rural Development Institute's (RDI) research accomplishments and collaborative endeavors through its many partnerships with community leaders, government representatives, and academic colleagues over the past year.

leagues over the past year.

This April 2010 - March 2012 Annual Report highlights the important contributions achieved by RDI through its many and varied applied research projects. The leadership provided by Bill Ashton has been key to its success in these endeavors. Brandon University wishes to thank Bill for his service to the Rural Development Institute as well as to the broader university community, and to his many colleagues and friends in the rural development field. This report sets out a dozen activities of how Brandon University has maintained its long-standing and active engagement in projects intended to safeguard the sustainability and prosperity of rural Manitoban communities. RDI's cutting edge expertise, breadth of experience, and extensive networking with provincial, national, and international organizations has established it as one of the key players in rural development sought after by other rural-focused researchers and community groups.

The research and other community activities undertaken by the many researchers and affiliated scholars at RDI would not have been possible without the invaluable contributions of its many funders. Brandon University's significant cash and in-kind contributions over this reporting period were instrumental in providing for the applied research and knowledge dissemination that are the hallmark of RDI's ongoing activities in rural and community development. Brandon University sincerely appreciates the funds provided by Manitoba Agriculture, Food, and Rural Initiatives, which were essential for undertaking a broad range of activities and projects by RDI over this period. The monies received from the Federal and Provincial governments, as well as other funders were as crucial in providing the means for RDI to fulfill its mandate of promoting, facilitating, and conducting multidisciplinary academic and applied research on rural and northern issues. I wish to express my appreciation for their continuing support.

Message from the Director



Bill Ashton, Ph.D.

I am pleased to present the 2010-2012 Annual Report of the Rural Development Institute. RDI has been very active over this period on a number of multi-year research projects as well as engaging in community outreach activities.

I am extremely encouraged by the agreement signed June 22, 2011 for RDI by Brandon University, and the Manitoba Agriculture, Food and Rural Initiatives. This 5-year funding agreement signals the Manitoba government's confidence in RDI's expertise in rural development and its capacity to engage in community-based and collaborative projects that have a beneficial impact on rural, agricultural, and northern communities.

Over the past year, RDI saw the completion of a number of projects. One multi-year project, titled *Building Welcoming Communities: A Multi-Sector Regional Collaborative Approach to Rural Immigration*, sought to understand the ways and means by which these centres can improve their ability to welcoming new comers. One of its crucial questions was whether the lessons learned in southwestern Manitoba regarding rural immigration have relevance in other regions and provinces. The stakeholder forums and dialogue groups shed considerable light on the many challenges faced and opportunities open to these communities as they endeavor to expand their capacity to invite, settle, and retain immigrants, both workers and their families, who contribute to the economic and social well-being of these agricultural communities.

Eight projects were initiated over this period. One project, titled *Pathfinder for Communities: Selecting Tools for Community Economic Development*, demonstrated perfectly the importance of community-based applied research; participants in the various community-led consultations had a direct role in reshaping the project's original outcomes. The result was beta-testing a website, **Choice Matrix**, includes a searchable database of CED tools to initiate and implement CED projects.

RDI also initiated a four-year project in collaboration with the Upper Assiniboine River Conservation District to study how shelterbelts can reduce agricultural greenhouse gas emissions. The innovative feature of this project is how social media tools can be applied to

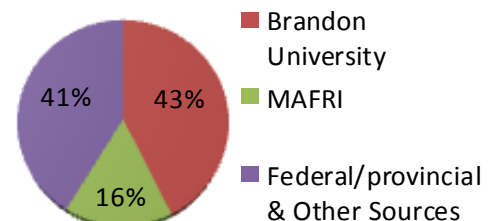
encourage beef producers to embrace new practices on the prairies.

RDI was also very pleased to host *On the Bright Side: Rural Canada Works*, October 14-16, 2010, with the Canadian Rural Revitalization Foundation (CRRF) National Conference, attracting over 140 participants from across the country and featured over 30 papers and poster presentations, 5 panel discussions, 3 keynote addresses, and other networking events; each highlighted successes in approaches, policies, and projects evident across rural Canada from leaders, decision makers, practitioners, and academics with local to international interests striving to make a difference socially, environmentally, economically, and technologically. As a pre-conference event, we partnered with National Metropolis for a Francophone Immigration Symposium.

Through 2010-12, RDI shared knowledge and project findings with over 45 publications and presentations completed or forthcoming from projects undertaken by RDI. RDI made use of website platforms to post updates and factsheets on current status of its projects and to host forums for exchanging insights among rural and community researchers and practitioners.

Fulfilling RDI's mandate would not have been possible without the broad expertise of its 20 Research Affiliates, Researchers and Assistants. RDI remained very supportive of students' learning and networking opportunities, providing financial support for participating in events such as the Community Futures Conference, the Canadian Community Economic Development Network Gathering Workshops in Winnipeg, and the International Comparative Rural Policy Studies summer institutes. The operations of RDI were greatly assisted through the administrative skills of Bev Lischka and Sylvia Henry.

2010-2012 Funding Sources



New 5-Year Agreement Signed with MAFRI

Since 1999, RDI has received funding from Manitoba Agriculture, Food, and Rural Initiatives. After lengthy discussions between members of the Brandon University community, RDI, and Manitoba government officials, all parties were pleased to announce a new 5-year, \$545,000 funding agreement.

This financial support has been instrumental in supporting RDI's on-going research initiatives and community development projects. During the previous 5-year period, a similar allotment of money was used in a host of projects, ranging from foreign workers, housing, control of invasive biological species, to labour and immigration, and of course rural and community development.

These funds facilitated important networking opportunities for both faculty researchers and students to interact, exchange insights, and make connections with rural and northern community leaders as well as professionals from non-governmental agencies and government departments during various workshops and conferences. Especially for students, these connections have been instrumental in establishing key employment prospects. These funds have also been used to host various speaker series, which have provided ample means for interested members of the public to learn as well as to offer their own insights and experiences about the issue under discussion.

Without this support, the Brandon University Community Outreach Service initiated in 1999 would have been significantly diminished. Over the past 5 years, close to 30 community-based projects were funded. It



RDI Director, Bill Ashton, expressing his appreciation for the new agreement.



Debra Poff, Brandon University President, emphasizing the importance of funding for research.



Drew Caldwell, Brandon East MLA, speaking on behalf of the Manitoba Government.

is anticipated that similar levels of interest in Community Outreach projects will be achieved over the next funding period. These projects serve both as perfect opportunities to make connections with members of rural communities as well as excellent, hands-on learning venues for the students involved in the projects.

This funding agreement signals the Manitoba government's recognition of the invaluable contribution provided by Brandon University and RDI in the area of rural and community development.

Building Welcoming Communities

From 2007 – 2009, the Rural Development Institute explored the impact of temporary foreign workers on the demographics of Brandon and the community's ability to absorb and support newcomers. From these foundational projects, RDI commenced work in 2009 on a multi-year *Building Welcoming Communities* project that will build multi-sector partnerships among community leaders, community-based organizations, three levels of government, and industry to discuss, design, and implement welcoming community strategies. The need for welcoming community strategies is pivotal especially in Brandon and southwestern Manitoba where over the past five years both have received a significant number of immigrant arrivals through the expansion of operations at industries such as Maple Leaf Foods and Hytech/Springhill Farms.

Understanding a communities' ability to absorb and support newcomers has become a key concern when from a community development perspective, provincial and federal policies and programmes directly impact the ability to effectively plan at the local level. While economic factors have traditionally influenced immigration policies and strategies, with the majority of immigrants settling in large metropolitan centres, there are opportunities to influence settlement patterns and retention rates by focusing policies and programmes on social supports thereby increasing the attractiveness of rural and small communities. Through provincial and local partnerships, a community-based approach using multi-sector collaborations to plan for the arrival and settlement of immigrants can be used to support rural economic development, resulting in an improved quality of life for all residents.

Drawing on its experience in partnership and collaboration building, RDI utilized a facilitated process bringing together multi-sector stakeholders to address a number of key questions:

- What are the unique opportunities and barriers faced by regions and communities as they invite, settle, and retain immigrants?
- What are the indicators of a welcoming community?
- What resources and knowledge do rural regions and communities need to successfully welcome immigrants?
- How can rural regions and communities learn and create opportunities from common experiences? What lessons have been learned in other rural com-

munities and regions and how are these applicable in southwestern Manitoba?

The closing year of this project led to the completion of a number of reports that articulate key strategies for settling and retaining new immigrants in rural and northern communities.

Tom Carter's report, *Housing Strategies for Immigrants in Rural Southern Manitoba*, identified a set of challenges faced by new comers seeking a new life in Canada and offers a candid set of recommendations to address this issue.

A number of key findings regarding housing include:

- Immigrants require affordable but not necessarily low income housing
- Housing in small rural communities is not always appropriate for immigrant households
- The housing market is tight, vacancy rates are low and affordable homes are scarce
- The demand for housing is often regional
- Strategies to address housing needs vary by centre size:
 - Larger centres need to build and add new units to the existing inventory. Some of these units should be rental projects given an on-going demand for rental housing as new immigrants continue to move to the area.
 - In smaller communities with less demand the priority should be to work within, and modify the existing stock or convert other buildings to residential use. New housing, particularly if it is rental housing, should be limited to small projects of less than ten units.

Moreover, all centres should work to assess needs and develop a strategy which requires at least seven basic steps:

- **taking leadership:** someone to spearhead action and the necessary work, preferably a Housing Committee with a Chair to provide overall direction;
- **building partnerships:** addressing housing needs for immigrants requires the involvement of many organizations in the community;
- **conducting a needs assessment:** determining who is looking for housing, their characteristics, the type of housing they need, what is available, and the gaps that have to be addressed;
- **community consultations:** obtaining the opinions, ideas, and suggestions of the broader community;

- **identifying priorities:** what are the most important housing options to address the needs;
- **assessing funding needs and delivery options:** should housing be delivered by the private sector, with funding from government or the local municipality? Can local citizens modify their homes to provide accommodation?
- **choosing options:** Picking options that serve needs, are likely to attract private or public investment and are sustainable over a long period of time. Some housing needs may go unanswered.

A second crucial report developed by Anisa Zehtab-Martin, Jill Bucklaschuk, and Bill Ashton provides a detailed seven-step process for hiring temporary foreign workers in Manitoba. *Rural Employers' Information Pathway* amalgamates the many procedures for hiring temporary foreign workers from multiple government departments into one document.

The purpose of this pathway was to provide an overview of the processes that can be undertaken by rural employers, small and medium-sized enterprises (1-199 full-time employees), within rural and northern Manitoba interested in attracting labour.

The rural employer pathway is designed to direct rural employers to the required resources and materials but not as a legal document or substitute for guidance from various government agencies and immigration professionals. The pathway notes that its information is subject to change as the immigration process is governed by different policies and regulations which evolve over time. Furthermore, it acknowledges that the process of hiring foreign workers is not linear in nature as each rural employer's situation and needs are unique; not all its information will be applicable to all rural employers.

The information compiled within this document was designed to be used electronically. Using its active hyperlinks, employers can easily access the various documents and websites that are important for completing the hiring process.

The document provides information on the seven steps involved in hiring temporary foreign workers. Each step provides additional information on why each step is required, how to go about completing each step, the required result to carry on with the process, agencies and individuals involved within the step, and tips.

Creating opportunities for Temporary Foreign Workers

In conjunction with the Building Welcoming Communities project, RDI established a partnership with the Canadian Foundation for the Americas (FOCAL) to conduct a research study of Temporary Foreign Workers (TFW) programs in the Westman region. FOCAL seeks to identify the training and information needs of temporary foreign workers coming to Canada and their family members at all stages of the migration process – pre-departure, during work contracts in Canada and upon return to their country of origin.

The focus of this project was a qualitative study of the experiences and perceptions of foreign workers hired under a TFW program prior to arriving in Canada and after they have commenced working. To this end, RDI conducted two focus group meetings to collect baseline data about the training needs of temporary foreign workers, in order to identify new opportunities for training and longer-term employment planning for TFWs. A short survey was completed by the participants to give a general picture of the needs and aspirations of temporary foreign workers in the Westman region as well as an overview of what information

about the TFW programs they were provided both before and after arriving in Canada. Approximately 50 Spanish-speaking workers participated in the survey and focus group discussions.

Key findings from this project included:

- While in Canada, many TFWs are unable to access sufficient training and/or skills acquisition that could help achieve their professional or personal objectives which originally lead them to migrate.
- Barriers to training and/or skills acquisition are present before TFWs arrive in Canada; despite some language training prior to departure, weak English skills before their arrival, for example, is a major challenge.
- While TFWs want to learn English, they either do not have the financial resources to participate in courses or do not have sufficient time to take courses while they work.
- TFWs expressed a strong desire for training and/or education opportunities to help them enter new professions in Canada.

Pathfinders for Communities: Selecting Tools for CED

In keeping with its fundamental interest in promoting rural development at the community level, RDI commenced a project, Pathfinder for Communities: Selecting Tools for CED. This project was sparked by the recognition that communities face a whole series of daunting challenges in completing their projects not the least of which are a constant need for financial and human resources. As importantly, communities need access to tools that are best suited for their projects and activities. Unfortunately, community leaders and development practitioners now have internet access to websites that include too many tools—thus the problem of selecting the most appropriate tool for a particular task.

The purpose of this \$470,000 project, funded approximately 50% through the Rural and Co-operatives Secretariat Community Development Program, was to help communities make better decisions in choosing Community Economic Development (CED) Tools and improve the effectiveness of development efforts. To achieve its goal of supporting more effective CED, the project set itself with four main objectives:

- To develop a Taxonomy of (CED) Tools in collaboration with rural communities, government stakeholders and CED tool designers as a preliminary study to develop a benchmark of successful CED Tools;
- To develop a CED Choice Matrix to assist rural communities identify more accurately their human resource capacities and capabilities, their technical infrastructure to utilize CED Tools, their expertise level in using CED Tools, and their CED needs;
- To implement and evaluate the effectiveness of the CED Choice Matrix at the community level with three (3) clusters of communities and community partners that will be involved in a series of community-based facilitated sessions that explore the community's unique CED needs and interests, their stage along the CED cycle, ability to apply and refine the CED Choice Matrix.

The project began with a research phase running from October 2010 to March 2011. This phase involved two main activities:

- A Literature review focused on identifying a definition of a CED tool, locating online sources (or warehouses) of such tools and materials, and describing how the related materials were organized to discern key categories;

Project Partners

- Canadian Community Economic Development Network
- Community Futures Manitoba
- Community Futures Winnipeg River
- Economic Development Council for Manitoba Bilingual Municipalities
- Economic Developers Association of Manitoba
- Manitoba Agriculture, Food and Rural Initiatives
- Rural and Co-operatives Secretariat

- Prototyping possible web-based functions which involved combining insights gained from the literature review and 'translating' them into basic functions one could find on a website. The RDI research team created a model CED Choice Matrix incorporating three major functions of a web site: categories of tools that reflected the stages of a CED or project cycle, a description of the tools (resembling a library index card of the tool), and contents of a review of a tool (much like a book review one reads before a purchase or download).

The second phase of the project included presenting these prototypes to practitioners to validate and refine with changes. Three separate public engagements with economic development practitioners were conducted. Practitioners (22) agreed to participate in small group discussions to examine the prototypes in relation to their own work. Maximum diversity among the practitioners was achieved by selecting them from different communities (5), fulfilling different roles, and from different local, regional, and provincial agencies. All participants were also invited to take part in follow-up phone interviews, but only 13 were completed.

This consultation process addressed three main questions:

1. How do practitioners understand the use of tools within their community's CED activities?
2. What are practitioners' web-search preferences for finding and selecting CED Tools?
3. What obstacles do practitioners encounter in their tool selection process?

The results of the discussion groups and interviews were significant in shaping the beta-website:

Five categories to classify tools

- Practitioners consistently indicated that the CED

phases or project stages be used as categories to classify tools. Practitioner familiarity with the CED phases was evident in their project work and can help practitioners locate tools more efficiently. Use of the CED categories, namely analyzing, organizing, planning, implementing and reviewing, also addressed one of the common obstacles identified in the interviews as practitioners identified tools by categories rather than by tool name.

Description of Tool

- A description of the tool that includes required resources, language, tool reviews be made explicit before opening the tool. Researchers learned that practitioners identify and search for tools by description and prefer to know the required resources to implement a tool, language the tool is available in and that reviews be provided before the practitioner opens the tool.

Guided Approach recommended

- Practitioners recommended that a guided approach as a search method be included in the development of a web-site prototype. Practitioners clearly preferred a guided approach over a keyword search method to finding and selecting a tool as this method is considered helpful to practitioners when unsure of next steps.

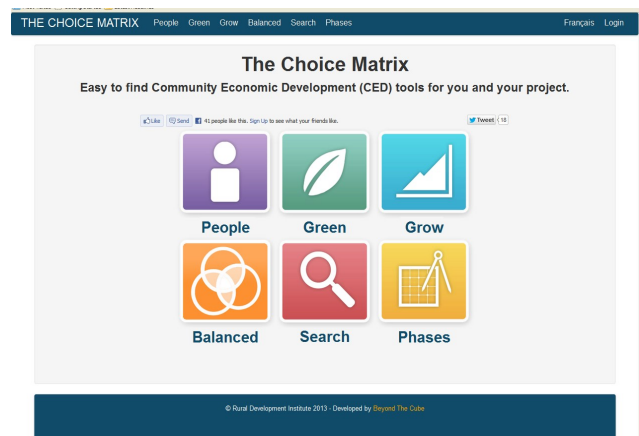
Local networks key in promoting website

- Researchers learned that practitioners consult local networks first (i.e. word of mouth) and then the internet for tool searches. Local networks, (i.e. co-workers, associations) are key sources that can provide and spread information about tools to others so promotion of a website must include these local networks.

In light of the ongoing feedback that has been generated in consultation with development practitioners, the organization of the CED tools, which have been catalogued in the Choice Matrix, have been refined even further in terms of key topics that are common in CED projects. These include People, Green, Grow, and Balanced. This addition provided for a more nuanced and specific tool selection among the various search methods incorporated into the website.



The CED Pathfinder Project has been formally presented at two conferences, the first being at the joint Rural Sociological Society—Community Development Society in Boise, Idaho and then at the International Economic Development Council Conference in Charlotte, North Carolina. An opportunity was also available to gather feedback on the projects with presentations at the 9th Annual Manitoba CED/CD Gathering, in Winnipeg as well as the Community Futures Conference in Thompson. On each occasion, the feedback was uniformly positive and the criticism has been used to further refine the website.



www.choicematrix.ca/

Shelterbelts for Beef Producers

This project, as proposed by the Upper Assiniboine River Conservation District (UARCD), is an integrated approach with a focus on livestock systems (i.e. cattle) and secondary emphasis on cropping systems and agroforestry. The project aims to demonstrate environmentally responsible practices for reducing greenhouse gas emission while simultaneously reducing livestock production costs.

This 4-year project commenced in 2011 with UARCD acting as the project lead in collaboration with Manitoba Agriculture, Food and Rural Initiatives (MAFRI); Manitoba Agro Woodlot Program (MAWP); Manitoba Cattle Producers Association (MCPA); Manitoba Forage Council (MFC); and Rural Development Institute (RDI) of Brandon University.

Project Objectives

The project fulfills two objectives. First, to develop with the participating producer a quarter section field scale alley cropping system to grow winter feed stock and double as a winter feeding site for cattle production. The field scale livestock systems will demonstrate combining multiple rows of planted trees with a winter livestock feeding system. The tree rows will protect growing crops and shelter animals while consuming feed stocks. These systems have been proven to reduce harmful emissions from the livestock production system via reduced animal stress, improved feed conversion and increased time of nutrients, carbon and water reside in the soil.

Second, researchers will investigate the attitudes of beef producers toward, and the adaptation of, the livestock system through a social marketing framework over multiple years. Published research demonstrates the biological and economic benefits to tree, crop and animal interactions, but little adoption of these practices has been realized on the Canadian prairie landscape. Using multiple tools, we will discover the opportunities and barriers to adoption. By gaining insight into what promotes and prevents the adoption of these best management practices (BMPs), beef producers and other stakeholders will be in a better position to provide incentives and knowledge or other variables that will increase adoption of these practices.

Target Audience

The primary targeted audience is beef producers, with secondary audiences including extension personnel, government policy and program people and the gen-



eral public. Audiences will be reached through printed and digital/electronic communication (fact sheets and webpages), as well as site tours and events (e.g., Grazing School, Manitoba Ag Days, Manitoba Conservation Districts Association convention).

The project has achieved a number of milestones to date. First, a demonstration field scale alley cropping system has been designed and planted in Kenton, MB, with a participating beef producer, Douglas Caldwell. Second, researchers have begun to investigate beef producers' attitudes toward the adaptation of shelterbelts through a social marketing framework, using multiple tools:

- A total of 16 video interviews of exemplary shelterbelts along with a feedback survey were completed.
- A Baseline Survey was completed with 231 responses about beef producer interest and awareness of shelterbelts. Key findings include:
 - 87% of Manitoba beef producers have shelterbelts
 - 94% declare shelterbelt increase livestock protection
 - 93% acknowledge shelterbelts improve management of drifting snow.

The project will continue with the demonstration shelterbelt field site to monitor its progress as well as commence additional surveys with beef producers to gain additional insights on what factors and knowledge can be applied to increase the adoption of shelterbelts.

<http://prairieshelterbelts.ca/>

Labour and Immigration Manitoba Growth Strategies

Immigration has become one of the major policy responses for population and labour force growth in Manitoba over the last ten years. Some rural areas are experiencing sudden increases in newcomers arriving, which is overwhelming the capacity of local assets from housing, school, and health facilities. Meanwhile, other communities receiving newcomers are experiencing declining population growth, which is exacerbated by an aging population that is struggling to retain their youth. Irrespective of the population situation, rural communities are struggling to identify their priorities and plans during a time of fiscal restraint and increasing demands for services.

The goal of the *Immigration and Rural Communities: People, Plans, and Actions* project was to understand community approaches to managing growth and documenting the challenges, opportunities, and concerns community's experience, along with growth strategies. To detect such strategies, three clusters of rural communities were identified with three different growth situations: Winkler and area are centres representing rapid growth, Neepawa and area are centres with moderate growth, and Swan River and area are experiencing slow to declining growth.

The research team conducted exploratory discussions and semi-structured interviews with a range of key informants via telephone within the three growth clusters. Four main questions asked during the interview shaped the project findings:

1. What are the opportunities your community has experienced over the last ten years, what are some of the causes?
2. What are the challenges your community has experienced over the last ten years, what are some of the causes?
3. What concerns might affect your community in the future?
4. How would you describe the 'health and well-being' of your community in the last ten years?

The findings from the semi-structured interviews were shared at community workshops in the rapid growth cluster (Winkler, Morden, Altona, and the RM of Stanley), and moderate growth cluster (Neepawa, Minnedosa, and Gladstone) to validate and review the results. However, due to unforeseen circumstances, it was difficult to secure interviews for the declining growth cluster (Swan River and the RM of Swan Riv-

er) in a timely fashion.

Project research for the rapid and moderate growth regions resulted in a set of findings that can be divided into three categories:

1. Common findings between both regions
 - Need to increase provincial government engagement with growing rural communities
 - Immigration and population growth drive infrastructure demands
 - Building low income housing is a major issue
 - Accurate and current data is needed for rural Manitoba
 - Retention of new immigrants relies on housing and employment opportunities for spouses
 - Local leadership and commitment is essential for spearheading immigration initiatives
 - Cultural diversity training is an important part of successful integration
2. Moderate Growth Findings
 - Community needs to learn how to grow
 - Businesses and organizations need to change with population
 - Need to diversify to increase retention
 - Need to collaborate with main immigrant employer to address key issues
3. Rapid Growth Findings
 - Increase regional collaboration and planning
 - Increase regional voice at the provincial decision-making level

It is hoped that these findings can inform policy decisions at the local, regional, and provincial levels so challenges arising from immigration can be addressed more effectively and in a timely fashion.

This project was funded by Manitoba Labour and Immigration and Manitoba Agriculture, Food, and Rural Initiatives.

Asessippi Region — Services and Priorities for Action

In 2011, RDI undertook a study in cooperation with Agriculture and Agri-Food Canada, Rural Cooperative and Secretariat to identify and prioritize key decision-making services in the Asessippi Region of Manitoba. As well the study was concerned with identifying barriers and gaps to accessing those services.

Reports were gathered from face-to-face facilitated workshop meetings with the two groups: first with service users or local decision-makers in the Asessippi region and then with the service providers, typically federal and provincial government agencies. A conference call was also used to identify issues and opportunities pertaining to these specific services.

The findings from the two groups, service users and providers, were combined into a single report before recommendations were presented to the Rural Secretariat about possible next steps.

A number of salient observations emerged from the Asessippi region meetings:

1. Difficulty accessing services can occur for many reasons including:
 - the service is available in other areas but not locally;
 - there is a mismatch between skills and knowledge to access the service than what is available locally;
 - the service is mismatched to local resource costs (financially, time, human resources); the costs to the local users are too high relative to the benefits as seen locally;
 - the service is inappropriate for local needs; the

service is much broader than what is needed locally so it becomes too costly to subscribe to; and / or

- the service is not fully supported (e.g., new service that is not ready for local use or it is underdeveloped or not fully funded or resourced), which means there are delivery difficulties.

2. Challenges were significant, suggesting that multiple results need to be achieved to move from data collection to action, such as:

- Coordinate whether the service is multi-purpose, or shared purpose
- Establish a longer term perspective that includes both the vision and commitment of local stakeholders (local leaders and service providers)
- Establish short term successes – start with achieving one smaller task before moving to the next
- Build and enhance authentic partnerships among local stakeholders (local leaders and service providers)
- Establish an acceptable level of risk-taking
- Be future oriented, imaginative and creative in problem solving
- Foster engagements that are respectful, inclusive, and transparent for those involved, and reach out and involve others in the community and elsewhere

This project helped re-enforce that a community development view of problem solving combines action, planning, reflection, and learning to address today's challenges, tomorrow's celebrations, and our collective future.



MB Planners' Conference Legacy Project

Hosted by the Brandon and Area Planning District, the **Manitoba 2012 Planning Conference – Beyond Surviving: Planning to Thrive** brought together elected officials, municipal administrators, educators, students, and public and private sector planners for three days of learning about the key issues facing planners in Manitoba today.

The intention of the Manitoba Planners' Conference Legacy Project is to digitally record key aspects of the conference and make them available to others online. This first Conference Legacy Project intends to use social media to disseminate these conference proceedings to youth, stakeholders and interested others.



A team effort led by Brandon University students captured the spirit of the proceedings in a series of eight digital recordings of key presentations from the Manitoba 2012 Planning Conference.

Featured Presentations:

- *Planning for thriving local environments*. Caldwell, W.
- *CED choice matrix: A path finding tool*. Kelly, W., & McNeely, G.
- *The subdivision process: MAFRI*. Mitchell, L., & Lausmann, H.
- *New directions for Manitoba's rural economy (rural life & agriculture)*. Rance, L.
- *Planning for thriving communities*. Sanders, B.
- *Municipal planning for climate change adaptation*. Shymko, R.
- *Manitoba's flood of 2011*. Topping, S.
- *Beyond surviving: From breakdown to breakthrough*. Wann, D.

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Social Media Needs Analysis

RDI is recognized as a research organization and continues to expand its expertise in the use and strategic impact of social media. Through its long history and involvement in applied research with rural and northern communities as well as its working relationship with many organizations in the public and private sectors, RDI detected an interest in on-going learning about social media topics.

To determine the level of knowledge and interest in non-credit professional development training in social media and social marketing RDI conducted a learning needs analysis in January 2012 to ascertain:

- Interest and demand of certificate programs among the target audience in public and NGO organizations,
- Level of interest in specific topic, and
- Preferred delivery mode and timing

The needs analysis surveys were conducted during two webinars held in two Manitoban centres. Members of the survey research team included Debra Basil, Curt Shoulzt, Jim Mintz, Michael Malazdrewicz, and Mike Nantais. The 97 survey respondents indicated a strong demand for the delivery of training within a certificate.

Key findings from the survey:

- Near equal numbers of respondents were from public and NGO organizations
- Two main reasons for seeking this training include, meeting their organization's needs or self-directed learning
- Strong interest in this social media training was shown by staff who sought out their own learning from both public and NGO organizations



Guest Lecture Series

Through 2010 and 2012, RDI was active in offering members of the university community and Manitoba opportunities to attend events featuring rural development scholars and practitioners who shared their unique perspectives on the rural experience.

Putting Immigration Policy in Perspective: an Overview of the history of Canadian Immigration Policy and its impact on the Prairie Province.

Robert Vineberg, past Director General of CIC's Prairies and Northern Territories Region.

April 7, 2010
Rm 141 Ceremonial Room, School of Health Studies
Brandon University

Robert Vineberg has spent 27 years working in the area of immigration, often overseas in policy positions at national headquarters and most recently as Director General of CIC's Prairies and Northern Territories Region.

His presentation traced the development of immigration policy from colonial time to the present day. The goal of his presentation was to offer a new approach to the history of immigration policy in Canada and its predecessor jurisdictions and to show that judgments passed on past events have often been based on the values current at the time rather than on an understanding of the values predominant at the time the events took place. The talk is intended to explain immigration policies as well as to describe the historical, political, and socio-economic forces at play in the context of their time with a special focus on immigration to the prairies and specifically demographic changes in Manitoba and current policies at play in Manitoba

Farming, Belonging and the Land: Discourses of Rural Support Networks—UK, and Canada.

Dr. Linda Price, Lecturer in Environmental Planning, School of Planning, Architecture and Civil Engineering (SPACE) Queen's University, Belfast.

April 16, 2010
Rm 006 Lower Level, McMaster Hall
Brandon University

Dr. Linda Price earned her PhD in agricultural geography at University of Worcester, UK in 2004. She worked as a lecturer at the University of Worcester and in the Geography Department at Queen's University, Belfast, before joining the School of Environmental Planning (SPACE) at Queen's University in 2006. Her research focuses on the topics of farming social relations, the phenomena of rural dis/tress and male, farming suicide, and gender theory and its application in explaining the challenges of rural change in farming communities.

Managing Canada's Rural Regions in a Knowledge-Based Economy: The Cases of New Brunswick and Manitoba

Dr. Charles Conteh, Department of Political Science, Brock University

July 14, 2010
Louis Riel Rm, McMaster Hall, Brandon University

The paper analyzes rural economic development policy governance in Canada in the context of a globally integrated economy and the attendant structural shifts in industrialized economies. Alongside globalization, there has also been a trend towards institutional decentralization in Canada and other industrialized countries as various sub-national regions employ disparate means for adapting to the threats and opportunities of global economic change. The cases of New Brunswick and Manitoba over the past two decades illustrate some of the complexities and challenges of rural economic development policy governance as non-metropolitan regions struggle to carve their niche in the global economy.

The Red Meat Value Chain for Mwanza City, Tanzania

Josh Sebastian, Chair of the Canadian Agriculture and Rural Extension Society's (CARES) International Development Committee

September 15, 2010
Louis Riel Rm, McMaster Hall, Brandon University

For the brave of heart, intestinal fortitude can literally

be measured through a simple visit to the local butcher in Mwanza City, Tanzania. As a consumer, the visible side of the red meat industry are butcher market stalls where meat is left open to public viewing throughout the entirety of the day – and often several others thereafter. However, before beef even arrives to the public market, it follows a winding path through Mwanza City that is mostly invisible to the average consumer.

Intertwined paths, including abattoirs and live markets, are the primary points wherein challenges to the local beef industry truly begin with limited manpower and high potentials for food contamination that contribute to a loss of participation in the formal red meat sector by consumers.

Through the cooperation of multiple local and international NGO's, a comprehensive study has been undertaken to present a realistic portrait of the Red Meat Value Chain (RMVC) in Mwanza City that reconciles the intended management of the value chain with realities as encountered in the everyday red meat marketplace.

You are invited to share in a tour of local Secondary Markets, Abattoirs, Transport, and Butchers demonstrating the systemic strengths and weaknesses of red meat in Tanzania and the publicly endorsed informal innovations that have been derived by citizens to ensure basic red meat supplies in Mwanza City.



Northern Exposures in Manitoba

Dr. Terence McGonigle, Department of Biology, Brandon University

October 4, 2010

Louis Riel Rm, McMaster Hall, Brandon University

For a southern-dwelling tenderfoot such as myself, research and teaching in the field in-and-around Churchill, Manitoba presents a number of challenges and generates a few anecdotes. This presentation will describe field trips to Churchill over the period 2007-2011. Significant considerations for both advisor and student include variability in weather, cost of travel, avoiding being eaten by a polar bear, water hazards, and hoards of what seem to be just about every type of biting insect known to man. The benefits are immense. Experience in the subarctic is extremely valuable as part of student training to swell the ranks of the next generation of Canadian scientists. In addition, our collective learning from the research is significant for both province and country when you consider the importance of the natural environments under study: peaty and rocky tundra, boreal forest, marine coast, and innumerable wetlands of a fantastic diversity of types.

Rural Manitoba: Alternative Indicators of Structure and Performance

Dr. Ray Bollman, Rural Research Group Agriculture Division, Statistics Canada

July 13, 2011

Cisco TelePresence Video Conferencing, Faculty of Education, Brandon University

Presentation Title: A rural economy benefits from and suffers from the two dimensions of rurality: a low population density and a long distance to population density. Thus, the structure and performance of rural economies differ from metro economies. This presentation reviews alternative socio-economic indicators to gain insight into the structure and performance of rural Manitoba. The results for selected indicators will be provided in charts and maps.

New Skills for leaders in an uncertain world workshop

Dr. Bob Johanson, Distinguished Fellow, Institute for the Future

October 27, 2010

Classroom A, Ag Extension Centre
1129 Queens Avenue, Brandon

Workshop Title: The workshop drew upon Bob's latest 10-year forecasts from the Institute of the Future to explore the external forces shaking the foundations of leadership, be they volatility, complexity, or ambiguity. Bob examined research-based forecasts, and real-world examples to help participants see new connections through the chaos and thrive in the extremely uncertain world around them.

MFL Occupational Health Centre, Winnipeg Regional Health Authority Seminars—co-host

October 19, 2010
Rm 043 Lower Level, School of Health Studies
Brandon University

January 11, 2011
Teleconference locations:
Rm 043 Lower Level, School of Health Studies
Brandon University
CUPE Board Rm, 7th Floor, 275 Broadway Ave.
Winnipeg

RDI co-hosted these seminars with MFL Occupation Health Centre for service providers who support workers and families employed in the food processing sector. These events focused on providing information on the Occupational Health Centre, and explored ways for community support workers to interact and help one another.

Marquis Project Climate Change Impact Speaker Series

These three public events were hosted in association with RDI, the Cooperator's Foundation, and Assiniboine Community College

Manitoba's Water Resources and Climate Change

Bryan Osborne, Associate from the International Institute for Sustainable Development's Water Innovation Centre.

March 22, 2010
Rm 227 Assiniboine Community College
Brandon

Clearing the Air

April 22, 2010
Louis Riel Rm, McMaster Hall
Brandon University

Transforming Landscapes: Climate Change and Southern Manitoba

James Beddome, Kelly Whelan-Enns from Manitoba Wildlands

June 14, 2010
Louis Riel Rm, McMaster Hall
Brandon University

International Comparative Rural Policy Studies Program

RDI and the Department of Rural Development have been actively engaged in the International Consortium on Comparative Rural Policy since 2004. Comprising members from 11 universities in Canada, Europe and the USA. The Consortium was developed to enhance policy formulation and analysis in the rural context. Designed for graduate students and mid-career professionals, the ICRPS program provides opportunities to study the nature and implications of new forms of governance in rural contexts. During the two-week international summer institute, students have an opportunity to engage in advanced topics and to share research results with faculty and other students. Each intensive summer school serves to connect faculty and international students in a dedicated learning environment.

Ian Shanghvi, MRD student, had the opportunity to participate in the 2010 ICRPS summer institute hosted by the Portland State University and Oregon State University. Ian spent two weeks learning with and from graduate students, professionals and faculty from more than 10 countries.



Ian's experience included classroom presentations, field-trips and hands-on activities exploring issues such as sustainability, economic development and service delivery in a rural context. Students worked in teams with local leaders from rural Oregon to explore their community's opportunities and challenges, and generate development recommendations.

In addition to Ian attending, RDI sponsored two faculty, Bill Ashton and Bob Annis (RDI Research Affiliate). They were able to exchange their considerable experience and expertise with students engaged in the summer institute.

ICRPS Consortium Members

Brandon University
(Canada)

Colegio de Posgraduados –
Puebla (Mexico)

Colegio de Tlaxcala
(Mexico)

Corinus University of
Budapest (Hungary)

Katholieke Universiteit
Leuven (Belgium)

Oregon State
University (USA)

Pennsylvania State
University (USA)

Universidad Autònoma de
Barcelona (Spain)

Universidad Nacional
Autònoma de México (Mexico)

Université du Québec à
Rimouski (Canada)

University of
Aberdeen (Scotland)

University of
Guelph (Canada)

University of Highlands
and Islands (Scotland)

University of Missouri-
Columbia (USA)

The 2011 ICRPS Summer Institute was held in Sogn and Fjordane, Norway on the Norwegian west coast. The institute was hosted by the Norwegian University of Life Sciences and the Norwegian Agricultural Economics Research Institute. RDI provided financial support two faculty, Doug Ramsey (Chairperson of BU's Department of Rural and Community Studies) and Bob Annis .

Knowledge Mobilization

A significant part of RDI's mandate is the dissemination of RDI research and promotion of its community involvement and activities. Through 2010-2012, RDI continued to report on its activities through various modes of publication and in presentations, including 13 reports, 6 book or chapters, 19 conference presentations, and 3 posters. RDI is pleased by its reception at these conference proceedings, many scheduled in centres across Canada as well as others held in the United States and in Europe.

RDI continued its open-source electronic publishing of the Journal of Rural and Community Development (JRCD). The JRCD is published by Rural Development Institute. There have been 5 issues of the JRCD.

Reports & Discussion Papers

- Ashton, W., & Cucksey, A. (2011). *Manitoba youth population report*. Brandon, MB Rural Development Institute, Brandon University.
- Ashton, W., Cucksey, A., Bollman, R., Alasia, A. (2011). *Rural economic development indicators report*. Brandon, MB Rural Development Institute, Brandon University.
- Ashton, W., Cucksey, A., Swanson, D., & Mehta, D. (February). *Rural by design, working meeting report*. Brandon, MB Rural Development Institute, Brandon University.
- Ashton, W., & Cucksey, A. (February). *Design principles for preparing self-help guides*. Brandon, MB Rural Development Institute, Brandon University.
- Beattie, M., Zehtab-Martin, A., & Marchand, K. (2010). *Hiring temporary foreign workers: Discussions with rural employers report*. Brandon, MB Rural Development Institute, Brandon University.
- Block, L. (2010). Regional approaches to immigration. *Half the storey: The Southwest Regional Immigration Committee*. Brandon, MB Rural Development Institute, Brandon University.
- Cosgrove, C. (2010). *A rural housing story report*. Brandon, MB. Rural Development Institute, Brandon University.

Carter, T. (2010) *Housing strategies for immigrants in rural southern Manitoba* report summary. Brandon, MB. Rural Development Institute, Brandon University.

Kelly, W., & Marchand, K. (2011). *Emerging trends in philanthropy: asset utilization in rural communities*. Brandon, MB. Rural Development Institute, Brandon University.

Rempel, K., & Ashton, W. (2010). *Economic impact assessment of leafy spurge in southern Manitoba*. Final report. Brandon, MB. Rural Development Institute, Brandon University.

Sormova, M. & Ashton, W. (2010) *On the bright side: Rural Canada works conference report*. Brandon, MB. Rural Development Institute, Brandon University.

Zehtab-Martin, A, Bucklaschuk, J. & Ashton, W. (2010) *Rural employers' information pathway for hiring temporary foreign workers in Manitoba*. Brandon, MB. Rural Development Institute, Brandon.

Journals

- Ramsey, D. (Ed.). (2011). *Journal of Rural and Community Development*, 6(2). From <http://www.jrcd.ca/>. (7 articles, 3 case studies, 1 review)
- Ramsey, D. (Ed.). (2010). *Journal of Rural and Community Development*, 6(1). From <http://www.jrcd.ca/>. (5 articles, 3 case studies)
- Ramsey, D. (Ed.). (2010). *Journal of Rural and Community Development*, 5(3). From <http://www.jrcd.ca/>. (5 articles, 3 case studies)
- Ramsey, D. (Ed.). (2010). *Journal of Rural and Community Development*, 5(2). From <http://www.jrcd.ca/>. (combined with 5(1) Special edition)
- Ramsey, D. (Ed.). (2010). Special Issue: Rural Tourism in Canada. *Journal of Rural and Community Development*, 5(1). From <http://www.jrcd.ca/>. (5 articles and 3 case studies)

Books, Book Chapter and Journal Articles

- Beesley, K. (Ed.). (2010). *The rural-urban fringe in Canada: Conflict and controversy*. Brandon, MB: Rural Development Institute, Brandon University
- Douglas, D., & Annis, R.C. (2010). Rural planning and development. In D. Douglas (Ed). *Rural planning and development in Canada*. Scarborough ON. Nelson Education Ltd.
- Moss, A., Racher, F.E., Jeffery, B., Hamilton, C., Burles, & Annis, R.C. (2011). Transcending boundaries: Collaborating to improve access to health services in northern Manitoba and Saskatchewan. In J. Kulig & A. Williams (Eds.). *Rural Health in Rural Canada*. Vancouver, BC: UBC Press.
- Moss, A., Bucklaschuk, J., & Annis, R.C. (2010). Small places, big changes: Temporary migration, immigration and family reunification. *Canadian Issues, Spring*, 33-36.
- Winchell, D., Ramsey, D., Koster, R., & Robinson, G. (Eds.). (2010). *Geographical Perspectives on Sustainable Rural Change*. Brandon, MB: Rural Development Institute, Brandon University.
- Moss, A., Bucklaschuk, J., & Annis, R.C. (forthcoming). Industrial driven demographics: Population change on the Canadian Prairies. *Read-*



BU faculty researchers, Ken Beesley and Doug Ramsey at their book launch with Bill Ashton.

Presentations

- Annis, R.C., & Ashton, W. (2011, March). *Responding to labour market needs in rural Canada through immigration to welcoming communities*. Presented at Metropolis Conference, Vancouver, BC.
- Annis, R.C. & Ashton, W. (2010, September). *Immigration to rural Canada responding to labour market needs and promoting welcoming communities*. Presented at Metropolis Prairie Meeting, Winnipeg, MB.
- Annis, R.C., Gibson, R., & Berry, J. (2010, October). *Intercultural relations in a rural Canadian prairie city*. Presented at Mi/Más Konferencia, Eger, Hungary.
- Annis, R.C., Gibson, R., & Berry, J. (2011, June). *Intercultural relations in a rural Canadian prairie city*. Presented at Canadian Psychology Association Annual Convention, Toronto, ON.
- Ashton, W. (2011, November). *Integrating immigrants in making citizens: Examining smaller areas as welcoming communities and policy implications*. Presented at 2011 Trudeau Conference, The Making of Citizens, Halifax, NS.
- Ashton, W., & Kelly, W. *CED choice matrix: A path finding tool*. (2011, October). Poster presented at 9th Annual Manitoba CED/CD Gathering, Winnipeg, MB.
- Ashton, W. (2012, February). *Practice & theory-building: Examining an age-friendly guide*. Presented at Rural + Development + Planning Symposium, Manitoba 2012 Planning Conference, Brandon, MB.
- Ashton, W. (2012, March). *Thinking differently: Learning & bridging broadband gaps in rural areas*. Presented in Dauphin, MB.

- Ayre, H. (2010, February) *Immigration*. Presented at Community Immigration Beginnings Conference, Brandon, MB.
- Bartlette, G. (2011, October). Pre-planning is worth its weight in gold. Presented at the Backyards and Beyond Conference, Denver, CO.
- Bucklaschuk, J. (2011, March). *Temporary migration & transitions to permanency: Foreign workers in Manitoba*. Presented at Metropolis Conference, Vancouver, BC.
- Bucklaschuk, J., & Zehtab-Martin, A. (2010, October). *Employing new Canadians: Rural employers information pathway for hiring temporary foreign workers in Manitoba*. Presented at On the Bright Side: Rural Canada Works Conference, Brandon, MB.
- Burton, P., & Vargas, J. (2010, February). *How to do it right*. Presented at Community Immigration Beginnings Conference, Brandon, MB.
- Gibson, R. (2010, May). *Community foundations: innovative vehicles for rural and northern Development*. Presented at the Leslie Harris Centre of Regional Policy and Development's Synergy Series.
- Gibson, R., Annis, R. C., & Berry, J. (2011, April). *Understanding welcoming communities and multiculturalism: Implications of intercultural relations in a prairie Canadian city*. Presented at Migration: Economic Change, Social Challenge, London, England.
- Gibson, R., Bucklaschuk, J. & Annis, R.C., (2010, April). *Creating a welcoming prairie community through community partnerships*. Presented at the American Association of Geographers Conference, Washington, DC.
- Kelly, W., & McNeely, G. (2012, February). *CED choice matrix: A path finding tool*. Presented at Manitoba 2012 Planning Conference, Brandon, MB.
- Marchand, K. (2011, October). *Sustaining communities: Opportunities, Challenges and immigration in rural Manitoba*. Presented at 9th Annual Manitoba CED/CD Gathering, Winnipeg, MB.
- Marchand, K., & Rockett, J. (2010, October). *Rural immigration in Manitoba: Opportunities and challenges for welcoming communities*. Presented at On the Bright Side: Rural Canada Works Conference, Brandon, MB.

Poster Presentations

- Ashton, W. (2011, April). *Rural immigration*. Poster presented at Taking Stock of a Turbulent Decade and Looking Ahead: Immigration to North America 2000-2010 Conference, London, ON.
- Ashton, W., & Kelly, W. (2011, September). *Pathfinder for communities selecting tools for economic development*. Poster presented at International Economic Development Council Conference, Charlotte, NC.
- Kelly, W., & Ashton, W. (2011, September). *Pathfinder for communities selecting tools for economic development*. Poster presented at Community Futures Conference, Thompson, MB.

Brandon University Community Outreach Service

The mandate of the Brandon University Community Outreach Service is to match the needs of community organizations in Brandon and rural Manitoba with the learning and research interests of Brandon University Students and faculty. The Outreach Service coordinates two main programs, Annual Calls for Proposals, and Service Learning program for students.

The **Service Learning program** encourages community volunteer participation of Brandon University students in the areas of their study. The program acknowledges the value of student activities beyond academic setting, and provides a valuable opportunity for students to apply their knowledge and skills to the benefit of the community. Once students successfully complete Service Learning program, they receive official recognition of their activities on their Brandon University transcripts.

Through April 2010 to March 2012, over 120 students participated in Service Learning activities, volunteering with a wide variety of community organizations including World University Service of Canada, Child and Family Services, Brandon University Student Leader Program, and others.

Calls for Proposals were held in February and October for 2010, but only in February 2012, due to the strike in the fall term of 2011. The projects funded in 2010 and 2011 initiated new partnerships between the University and community organizations in the local Westman region and in other northern communities.

Five projects reported are the result of funding approved from the February 2010 call for proposals taking place this past fiscal year. These projects include: Prevalence of Rhizobacteria in Fairfax Farmland Soil, Digital Youth in Rural Manitoba, Characterization of Gold Mineralization on Bison Gold's Northern Manitoba Exploration Properties, Determining Diamond Potential in Manitoba's Northern Region (Lake Winnipegosis) using X-Ray Analysis of Indicator Minerals, and Assessing Changes in Health and Quality of Life in Brandon. Though these projects were approved in the previous financial year, they all commenced during the 2010-11 reporting period.

This year's call for proposals were held in February and October 2010. Sixteen new proposals were submitted to the deadlines requesting a total of \$47,950.00 in project funding. Nine new community projects were approved for funding in rural Manitoba

communities such as Churchill, Fairfax, Killarney, Lac Du Bonnet.



Assessing Changes in Health and Quality of Life in Brandon

Project Partners: Dr. Alex Michalos, Philosophy Department, Brandon University; City of Brandon

Funding Approved: \$3,000

The City of Brandon has undergone immense change since 1999, including industrial development, service expansion, power retail development, green space development, and downtown core redevelopment. This project was aimed at providing a baseline for future studies of the perceived health and quality of life while also documenting changes in health and quality of life in Brandon from 1999 to 2010.

For this project, a student was hired to prepare a survey that was distributed to 2,000 Brandon households, receive the questionnaires for data entry, analyze the responses, and assist in report writing. This project also gave the student and fellow researchers the opportunity to work with many other departments within the University, including the Department of Geography, and the Department of Rural Development. This provided a valuable interdisciplinary experience for the student.

While addressing current issues of rural economic strategies, and providing a capacity for increasing the local economic development, the goal of the study was to identify perceived health and quality of life in Brandon, Manitoba, as well as to provide a benchmark for future studies.



Evaluation of Nickel, Copper, and Precious Metal Mineralogy in the Mayville Intrusion of the Lac Du Bonnet area, Manitoba

Project Partners: Mr. Robin Dunbar, Mustang Minerals Corporation; Dr. Michelle A.E. Huminicki, Dr. Austin Gulliver, Department of Geology, Brandon University

Funding Approved: \$3,000

Brandon University's Geology Department, along with Mustang Minerals teamed up to provide a student with unmatched experience in the field of geology. The projects goal is to evaluate the mineral potential of the Mayville Intrusion in the Lac Du Bonnet area of Manitoba.

In doing this, one geology student was hired for the extent of the summer with the responsibilities of both field and laboratory analysis of minerals taken from drill core samples. The project will provide the student with hands-on experience in the Micro Analytical Facility, as well as valuable field experience.

In analyzing the minerals present in the Mayville Intrusion, the project addressed key concerns for rural Manitoba communities, including; evaluation of rural economic issues and strategies, with the possibility of increased capacity for local economic development for Lac Du Bonnet and surrounding communities.

Determining Diamond Potential in Manitoba's Northern Region (Lake Winnipegosis) using X-Ray Analysis of Indicator Minerals

Project Partners: Doug Berk, White Cap Exploration; Dr. Michelle A.E. Huminicki, Geology Department, Brandon University

Funding Approved: \$3,000

White Cap Exploration is a small, new, private company based out of Winnipeg, Manitoba, with a Manitoba-focused exploration initiative. The main vision of the company is to discover high value metal and mineral deposits by focusing on underexplored parts of established geological belts in Frontier regions, initially focusing on the Interlake region of Manitoba.

Through this project, and successful exploration of northern Manitoba, it was hoped that profit could be brought to northern Manitoban communities. With the alliance of Brandon University and a small business, White Cap Exploration, one geology student was given the opportunity to participate in field work, be exposed to the industry aspect of mineral exploration, and analyze samples in a laboratory setting.

The projects mapped and collected samples of the minerals in the Interlake region of Manitoba. Ayat Baig, a third year geology student, was hired as the research assistant for this project. Ayat received valuable industry experience in both field and lab settings as a result of this project. Positive diamond indicator results were found in the area, fostering continued exploration and investment in Manitoba.

Characterization of Gold Mineralization on Bison Gold's Northern Manitoba Exploration Properties

Project Partners: David Benson, Bison Gold Resources Inc.; Dr. Danielle M.C. Huminicki, Geology Department, Brandon University

Funding Approved: \$3,000

Bison Gold Resources Incorporated is a mining and exploration company with interests in gold deposits throughout Manitoba. Their major gold site is located 25km southeast of the community of Bissett, Manitoba. The primary industry for Bissett is the Rice Lake Gold Mines. Approximately 30% of this industries workforce are from the nearby Sagkeeng First Nation.

Gold has been discovered at the Central Manitoba Property in several locations, and through this project a student was hired to determine the texture and characterization of the gold using Brandon University's Micro-Analytical Facility.

The main goal of this project was to determine the distribution of gold in the area, providing information pertaining to the economic feasibility of gold extraction. Gold mines provide great economic potential within this rural Manitoba community. Through this project additional knowledge will be acquired as to how to extract gold in an economically appropriate and environmentally responsible manner.

Along with this, the project aimed to provide valuable lab experience for a Brandon University geology student, with the intention of a undergraduate thesis project.

Digital Youth in Rural Manitoba

Project Partners: Souris and Glenwood Community Development Corporation; Dr. Doug Ramsey, Department of Rural Development, Brandon University

Funding Approved: \$1,500

The use of information and communication technologies (ICT's) is becoming increasingly important around the world, and within rural Manitoba.

Brandon Universities' Department of Rural Development along with the Souris and Glenwood Community Development Corporation set out to study the patterns of ICT use among youth in rural Manitoba.

The goal of this study was to measure how often, and for what purposes, youth in nine Manitoba communities (Souris, Glenboro, Hartney, Boissevain, Melita, Deloraine, Pierson, Wawanesa, and Cartwright) utilized ICT's.



Brandon University students administering Digital Youth Questionnaires, Feb. 11, 2010
Photo by Bev Lischka

Michelle Lemoine, a Brandon University geography student was hired as a research assistant for this project, proving valuable research experience with regard to; the development, and delivery of a survey, data entry, data analysis, and report writing.

The questionnaire was given to youth aged between 13 and 17 years old at a Career Conference organized by the schools and the Community Development Corporation, in Souris, Manitoba on February 11, 2010.

The Brandon University student presented the findings of the project at the 2010 Prairie Association of Geographies Annual Conference in North Battleford, Saskatchewan.

Prevalence of Rhizobacteria in Fairfax Farmland Soil

Project Partners: Kelly Dobson, Dobson Farms Ltd.; Dr. Faiz Alani, Biology Department, Brandon University

Funding Approved: \$2,950

Dobson Farms Ltd. is a privately owned and operated farm located in Fairfax, Manitoba. Dobson Farms Ltd, along with Dr. Alani from the Department of Biology

at Brandon University set out to investigate the presence of soil-beneficial rhizobacteria and their role in soil fertility.

The goal of this study was to assess the feasibility of utilizing rhizobacteria as a bio-fertilizer for this Manitoba farm.

A Brandon University biology student was hired to collect soil samples from the area, and isolate, identify, the rhizobacteria present in the soil. This project provided the opportunity for the student to expand knowledge in energy, climate change, and green agriculture.

The project's goal is aimed to benefit rural Manitoban communities by reducing the use of chemical fertilizers and pesticides, and incorporating eco-friendly bio-fertilizer into agricultural practices. By using applied biology this project opens new avenues for green agriculture, thus incorporating science-based, eco-friendly farming practices in rural Manitoba.

Brandon International Women's Food and Craft Market: Looking Back in Order to Move Forward

Project Partners: Westman Immigrant Services; Dr. Johanna Leseho, Faculty of Education, Brandon University

Funding Approved: \$3,000.00

In an effort to breakdown cultural barriers which limit new immigrants ability to participate in the community as a whole, Westman Immigrant Services, along with Brandon University, established the International Women's Food and Craft Market in the summer of 2010.

Over 40 women from Honduras, El Salvador, Columbia, Mexico, Ethiopia, China, and the Ukraine participated in the market and over 2500 people attended the four markets held.



This project hired a Brandon University, Masters of Rural Development student, Karen Marchand to interview market participants, research similar markets, and evaluate the success of this market. With the information obtained, the student will produce a report to be distributed to community members and organizations regarding future development of more com-

munity driven self-sustaining markets which provide economic and social opportunities for recent immigrants in the Westman region.

Fresh Water Analysis of Killarney Lake and Long River Watershed

Project Partners: Rick Korman, Killarney School; Dr. Bill Paton, Biology Department, Brandon University

Funding Approved: \$3,000

Like many of the recreational lakes throughout Manitoba, Lake Killarney suffers from extensive algal-blooms. These blue-green algae present on the lake throughout the summer months has a significant impact on the community's economic and social opportunities. These algal-blooms are the result of eutrophication due to an excess of phosphates in the water. No detailed phosphate budget has ever been completed for the lake.

For several years the Lake Killarney Advisory Committee as well as the community have been interested in possible solutions to this ongoing problem.

Before this can be done two major questions must be answered; first, lake phosphorus levels must be determined, and it must also be determined if thermocline forms anywhere on the lake.

Through this project, science students from Killarney High School will be trained to analyze lake phosphate levels, including phosphates found in lake bottom sediments, and record this data in a meaningful scientific manner. This valuable experience will allow students the opportunity to expand their knowledge and stimulate their already strong interest in the environment and community.

Limits on Seaweed Growth in Manitoba and a Test of Kelp Utilization as Fertilizer

Project Partners: Michael Goodyear, Churchill Northern Studies Centre (CNSC), Dr. Terence McGonigle, Biology Department, Brandon University

Funding Approved: \$3,000

Throughout the northern hemisphere seaweed kelp has been utilized as fertilizer. Churchill, Manitoba has an abundance of kelp and a study was initiated to assess the viability of long term sustainable use of the local seaweed as fertilizer on a commercial scale.

Through this project, Vanessa Bodnar, a Brandon University botany student has been hired for the summer months of 2011. During this time the student, su-

pervised by Dr. McGonigle, will strive to understand the seaweed distribution in Manitoba by formally documenting the relationship between rockweed and ice. A second goal for the project that will be undertaken during the 2011 summer months is to test the utility of the rockweed for market-garden production, investigating its feasibility to promote regional development.

Vanessa has been selected as the student for this project, and will be required to; present a literature report, input data, as well as analyze and present the findings of the project. This will be an essentially valuable addition to her undergraduate studies as it gives her hands on field experience, as well as experience with all other aspects of research.



Feasibility of Producing Fertilizer from Northern Manitoba Low-Value Fish Species

Project Partners: Avery Ascher, University College of the North (Northern Agriculture Group); Michael Malazdrewicz, Department of Business Administration, Brandon University

Funding Approved: \$2,081.22

This project originated from the Northern Agriculture Group (NAG) coordinated through University College of the North's (UCN) Office of Research & Innovation. The study intends to build on the findings of the Northern Agriculture Group whose discussion and focused group meetings led to a report in 2010. The report shows the availability of a large quantity of 'rough fish' in the Northern communities which are mostly wasted because of its low-value.

The NAG group established from their meetings and discussions that abundant quantity of fish, about 70 to 80 % of any given catch, goes to waste because they are of 'low value'. These low value fish are mostly suckers which constitute about 22% of the total catch of the province commercial fisheries. The group decides to look at other ways to utilize this huge quantity of fish.

The objective of the study is a feasibility research into the potential of producing fertilizer from the 'rough fish' resource across northern Manitoba. Should the feasibility of fertilizer production be established in Pukatawagan, there is the opportunity of extrapolating and applying the result not only in northern Manitoba

but also in communities across Canada with similar social and economic dynamics.

Business Administration students from Brandon University and University College of the North will carry out the field exercise with supervision from both University's faculty.

Mechanisms of Kelp Stimulation Of Crop Growth

Project Partners: Micheal Goodyear, Churchill Northern Studies Centre (CNSC); Terence McGonigle, Department of Biology, Brandon University

Funding Approved: \$3,000.00

This project is a sequence to a previous research funded by Outreach Service which assessed the viability of long term sustainable use of the local seaweed (kelp) as fertilizer on a commercial scale in Churchill Manitoba.

The research seeks to understand plant growth tests with seaweed as a soil amendment under controlled conditions in the growth chamber at Brandon University. The project will aid students in experimental design and data analysis; it will be an essential field experience complementing the classroom works. The project will promote community development for Churchill via utilization of renewable resource.

The data that will be collected is essential to understand how kelp is able to promote growth of plants, so that effective and efficient deployment of this harvested resource can be made to deliver both organic produce and provide income to the Churchill community.

Promotion of Recreational Activity: A Review of Pelican Yacht Club

Project Partners: Leanne Treloar (Pelican Yacht Club); James Forsythe, Department of Drama, Brandon University

Funding Approved: \$2,220,00

Pelican Yacht Club (PYC) is the centre for recreational and competitive sailing in Western Manitoba and is the home port for over one hundred member sailors. It was the Sailing Venue for the Canada Summer Games in 1997. PYC is an active member of Disabled Sail Manitoba and PYC hosted the Mobility cup in 2004. PYC provides an opportunity for Manitobans regardless of age, race or economic means. PYC operates a Learn to Sail program for students and a Disabled Sail program.

The project is to analyze, review and enhance current

promotional strategies for both Learn to Sail and Disabled Sail programs with particular focus on rural Manitobans. The project will bring to fore the level of participation of rural Manitobans in special recreational activity like sailing and show a clear understanding of how best to promote such activity.

Students are going to benefit from the research through direct involvement in market analysis and business promotion by benefiting from the wealth of experience of some of the patrons and management of PYC, and through the supervision of faculty partners.

Understanding the Challenges faced by Community Development Corporations in Manitoba

Project Partners: Dale Banman (Turtle Mountain Community Development Corporation); Ken Bessant, Department of Rural Development, Brandon University

Funding Approved: \$3,000.00

Community Development Corporations (CDCs) are local organizations that are utilized to develop and improve the community. CDCs are important vehicles for supporting rural development activities. 92 CDCs were incorporated in Manitoba in 2002.

This project will explore the challenges that CDCs encounter. Recognizing the challenges that CDCs encounter will provide valuable insight as to why the number of these organizations has decreased and will also demonstrate how effective CDCs have been able to operate amidst these struggles.

The research will be conducted as an investigation of both active and inactive CDCs organizations in Manitoba, with focus for inactive CDCs been challenges and barriers that have caused the suspension or dissolution of these organizations. While the focus of the active CDCs will seek to know which challenges they contend with and how they went about getting around it.

Shawn McKinney, a student in the Department of Rural Development, will be carrying out the survey and the research process will lead to his Masters of Rural Development thesis project. This project will assist CDCs in overcoming difficulties in their day to day activity by identifying similar circumstances other CDCs have encountered and how they deal with such situations. This will eventually aid rural communities in their development initiatives.

Looking Ahead to 2013

The Choice Matrix

Through the next year, the RDI team will continue to work with its project partners as well as community development practitioners to enhance the features and functionality of the Choice Matrix website.

Stay tuned for

- the Public Launch of the **Choice Matrix** scheduled for June 2012
- RDI hosted webinars to preview how the Choice Matrix can work for users.

Social Media Certificate

With key stakeholders, RDI will continue work on the certificate, including its core curriculum as well as the BU policies that are crucial for the delivery of this certificate to community development professionals.

International Comparative Rural Policy Studies Summer Institute

The 2012 ICRPS Summer Institute will be held in Quebec City, Quebec and hosted by Concordia University, the Université du Québec à Rimouski, and the Canadian Rural Revitalization Foundation.

Students in Brandon University's Master of Rural Development program will have an opportunity to participate in the two-week summer institute. Further information on ICRPS is available at www.ICRPS.com.



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