

# Being a Campus-Based Broker

Dave Heidebrecht  
Manager  
Office of Community Engagement  
[dheide@mcmaster.ca](mailto:dheide@mcmaster.ca)

April 26  
2018



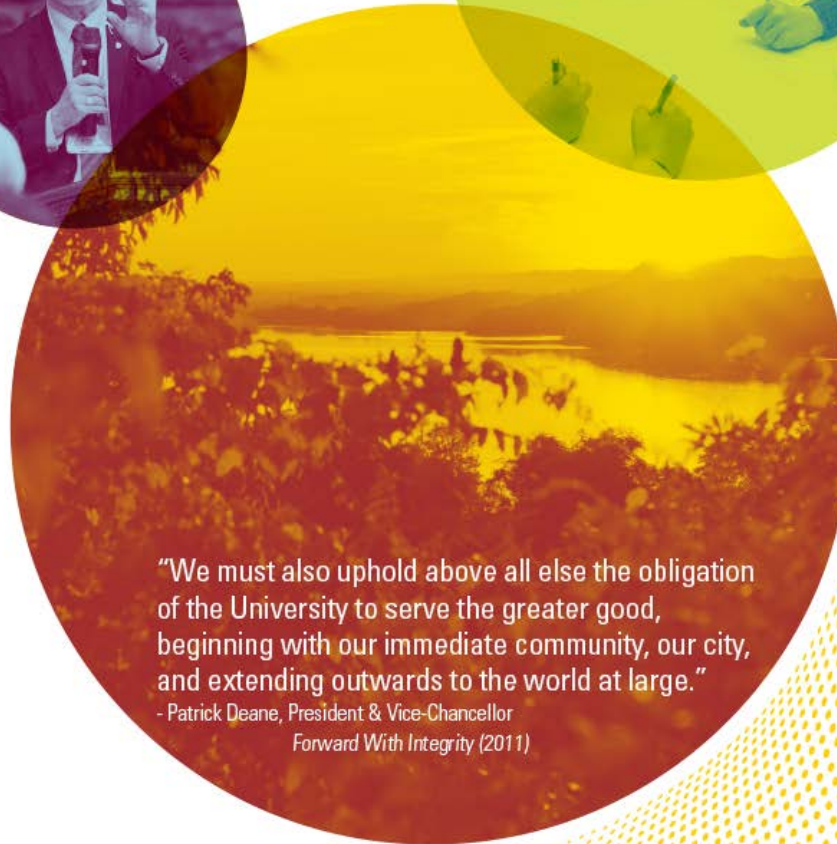
# AGENDA for the next 15 minutes

- Context: McMaster's recent community engagement history
- The Office of Community Engagement
  - What we do
  - How we broker partnerships
- Examples of Curriculum-Based CBR projects we've brokered
  - Community request
  - Campus request
  - Co-Developed via Community Campus CoLaboratory
- What challenges come alongside our model?
- What makes our model successful?
- Where are we headed next?

# McMaster Community Engagement

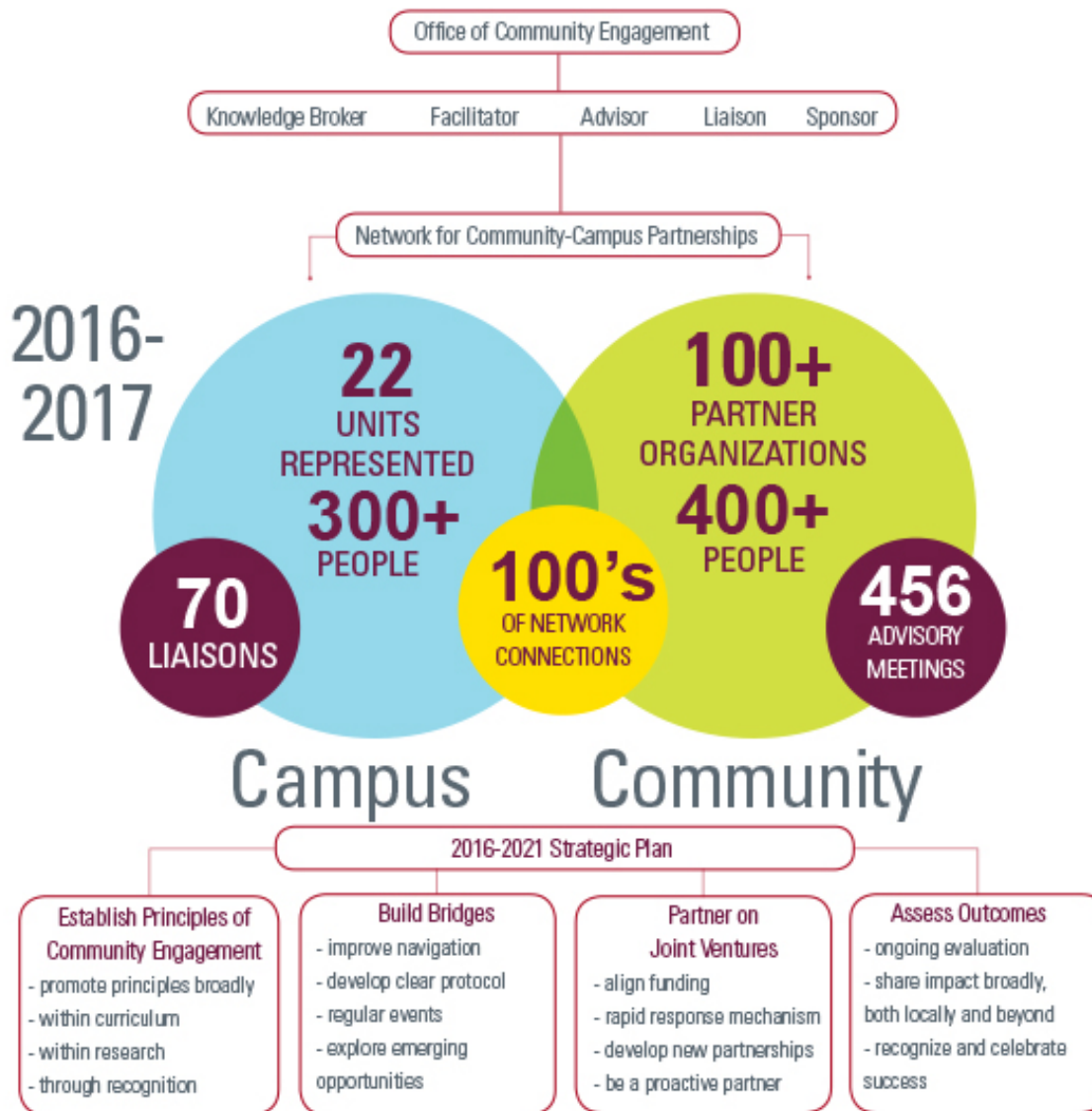
- McMaster has a long history of community engagement
- Since the inception of the Network for Community-Campus Partnerships there has been an explicit mandate to engage with local communities and a coordinated effort to engage in meaningful and principled pathways.
- **How does McMaster define community engagement?**

Community engagement (CE) at McMaster University is defined as **valuing the expert knowledge and passion that members of the community (both local and global) have about their communities and issues affecting them; fostering ongoing collaboration between University and community partners** on how to better understand and consider the issues identified as priorities by local and global communities; and **performing research, teaching and service with community members and partners for the public good** within the local or global community.



"We must also uphold above all else the obligation of the University to serve the greater good, beginning with our immediate community, our city, and extending outwards to the world at large."


- Patrick Deane, President & Vice-Chancellor  
*Forward With Integrity* (2011)



## Network for Community-Campus Partnerships

- Formed September 2013
- “The purpose of the proposed network is to provide a shared framework for the University to support its goals related to community engagement.” (CE Task Force, 2013).
- 5 roles: Broker, Facilitator, Advisor, Liaison, Sponsor





Working together  
for an inclusive,  
sustainable greater  
Hamilton

Embed  
Principles

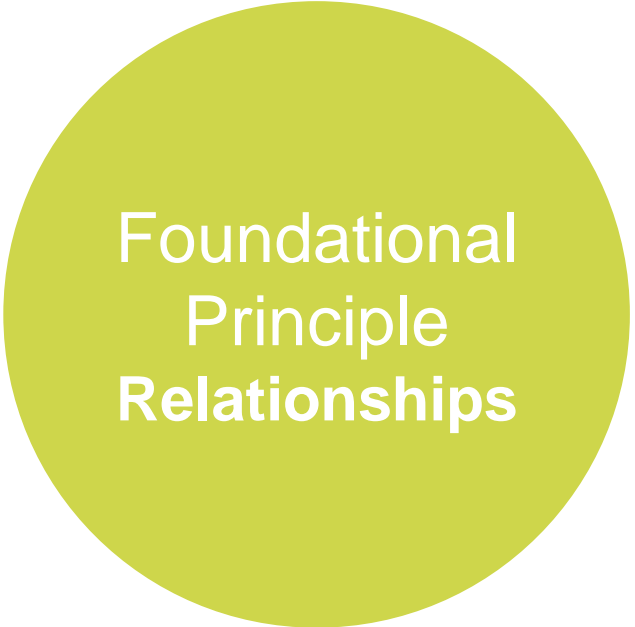
Build  
Bridges

Align &  
Partner

Assess &  
Learn

# Principles of Community Engagement

Action-oriented, co-developed with community partners

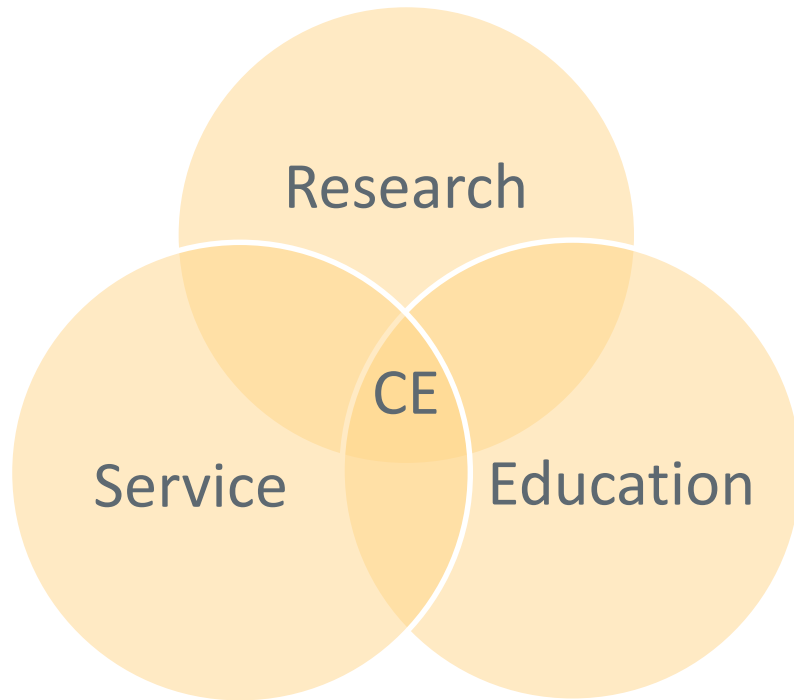


Foundational  
Principle  
Relationships

- Reciprocity
- Equity
- Continuity
- Openness to Learning
- Commitment to Act

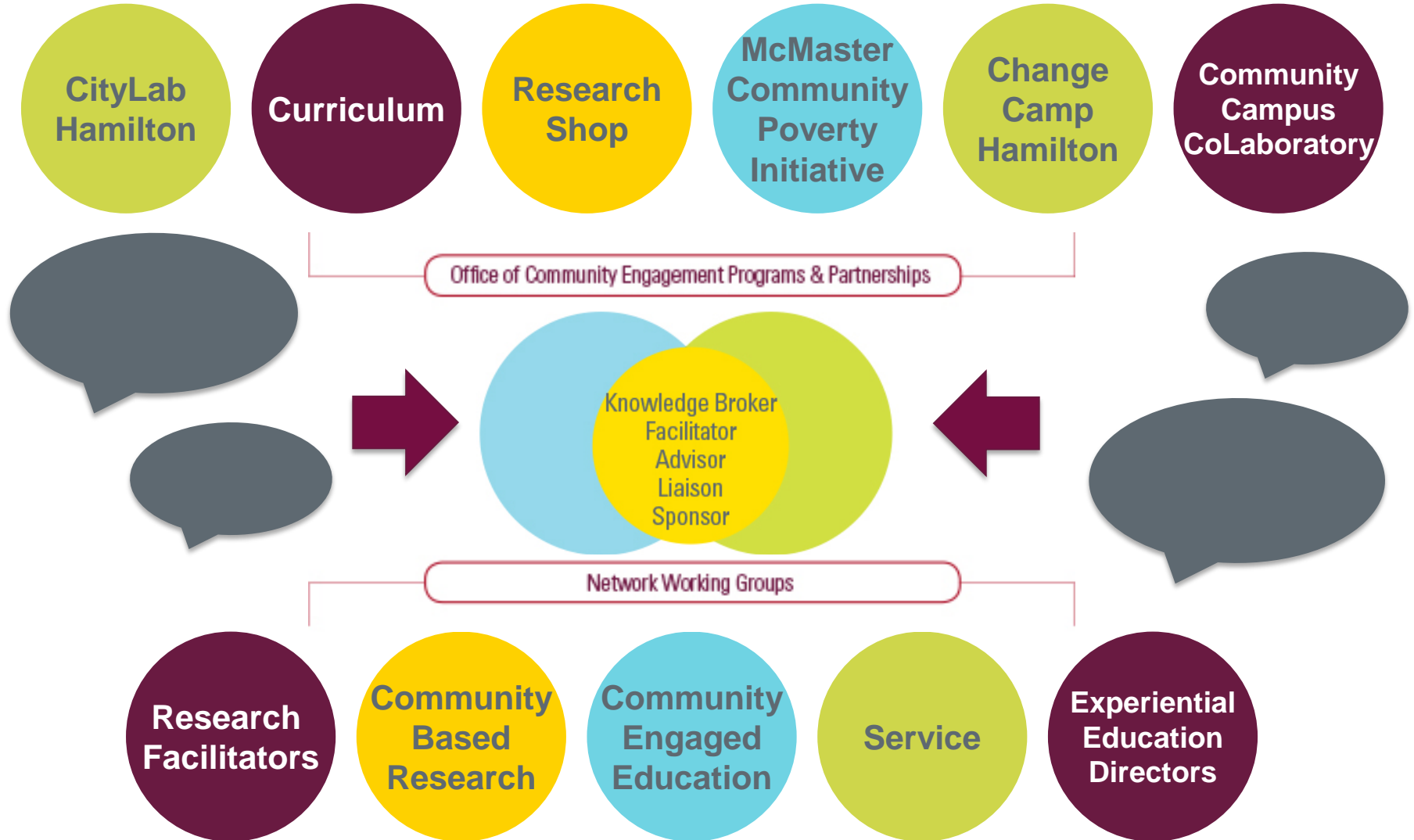
# Scope – Focus on Greater Hamilton

Community engagement practices touch all aspects of the University's mission and involve students, faculty, & staff.

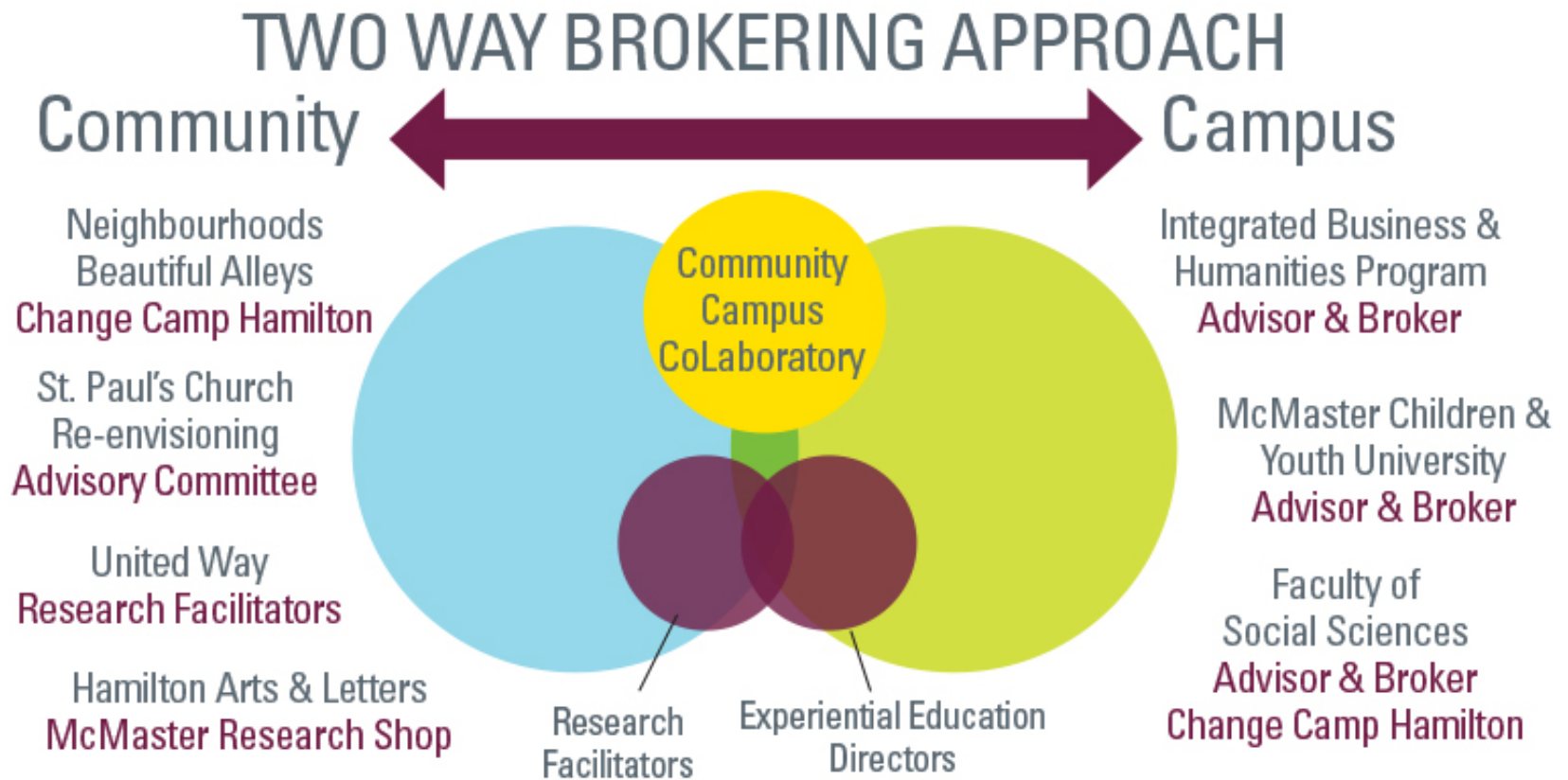




# What does the Office of Community Engagement do?



# How do we broker partnerships?



# Curriculum-based Brokering Examples

- **Community Request** - St. Paul's Church
  - Initial contact → **Advisory** Committee Role
  - **Liaise** with McMaster opportunities → Health Sciences Engaging the City CBR course (Level 4)
  - **Facilitator** to connect partners → January 2018 workshop
- **Campus Request** - Health Aging & Society Field Placement (Level 3)
  - Initial contact → **Knowledge broker** request to support expanding class size
  - **Advise** of potential partners based on course content
  - **Facilitate** partnership → April 2018 toolkit for alleyway cleanup

# Community Campus CoLaboratory

- Co-developing partnerships using a social innovation model
- Aligned with co-identified themes in strategic plan
- 4 Faculty Leads, 4 Community Partner Organizations
  - Mobility Lab
  - Digital Literacy Lab
  - Food InSecurity Lab
  - Business Out of the Box Lab





# Challenges of this model

- Broad mandate to cover with small staff compliment
- Sustainability – need to show value to all areas of the University and maintain support and engagement with senior administrators
- Documenting impact
- Control and territory concerns
- Expectations of network members and liaisons
- Genuine community involvement
- Balancing time to support existing programs and partnerships AND to respond to new requests

# What makes the model successful?

- Presidential support, grassroots approach to develop capacity via broad culture shift
- Relationships are central to all of our work
- Network model serves to cross silos on and off campus
- Office or “front door” to navigate into community and into university makes the partnership pathway easier to navigate
- Co-developed strategic plan as broad umbrella that everyone can see themselves within and contributing to
- Principled approach to building and sustaining connections, partnerships, and programs

# Network future

Increasing connections, requests, programs



Continued pursuit of  
strategic goals & objectives

Strengthen & broaden  
network connections

Principled program and  
partnership growth

Alignment with University  
goals