



Canadian Research
Knowledge Network

Réseau canadien
de documentation
pour la recherche

Advocacy and Government Relations at CRKN

Member Virtual Session

July 19, 2022, 3:00 – 4:30 p.m. ET

crkn-rcdr.ca

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Welcome & Housekeeping

- Simultaneous translation
- Slides available on website
- Participation during Q&A
 - Chat
 - Raise hand and unmute

Agenda

- Introductions– Clare Appavoo
- Background & context – Clare Appavoo
- Enhancing CRKN’s strategy with government relations – Melissa Just
- Mobilizing government relations strategy and campaign – Cumberland Strategies
- Next steps and priorities – Clare Appavoo
- Member discussion and Q&A – All

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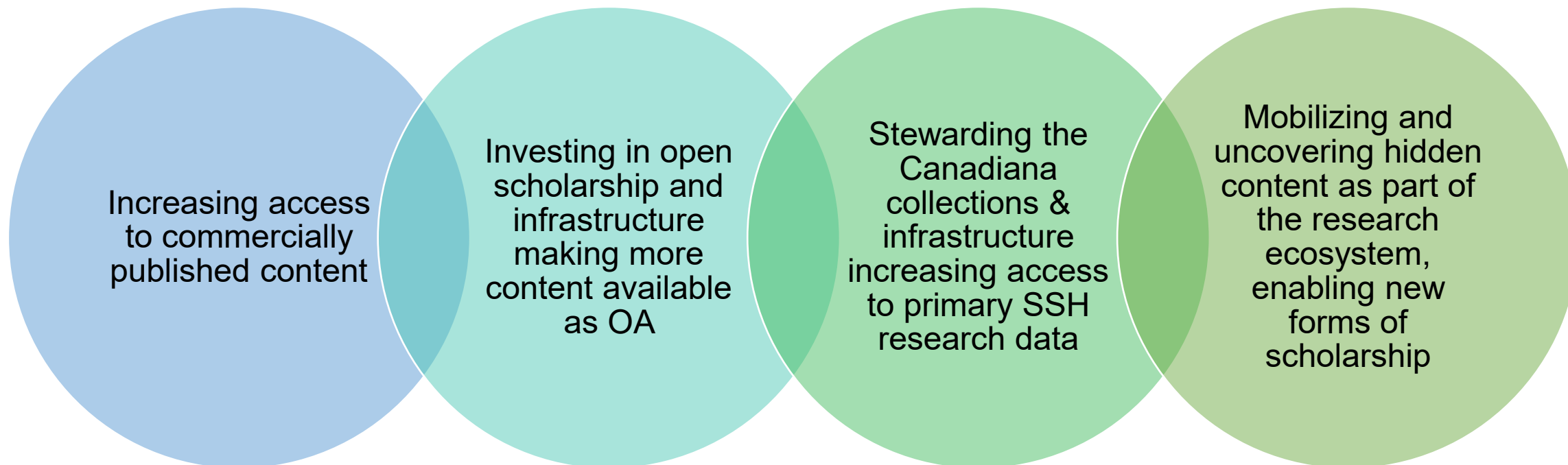
Introductions: Speakers

- Clare Appavoo, Executive Director, CRKN
- Melissa Just, CRKN Board of Directors Vice-Chair and Director (Large Institution), Dean, University Library, University of Saskatchewan
- Derek Lipman, Senior Consultant, Cumberland Strategies and Carys Baker, Senior Consultant

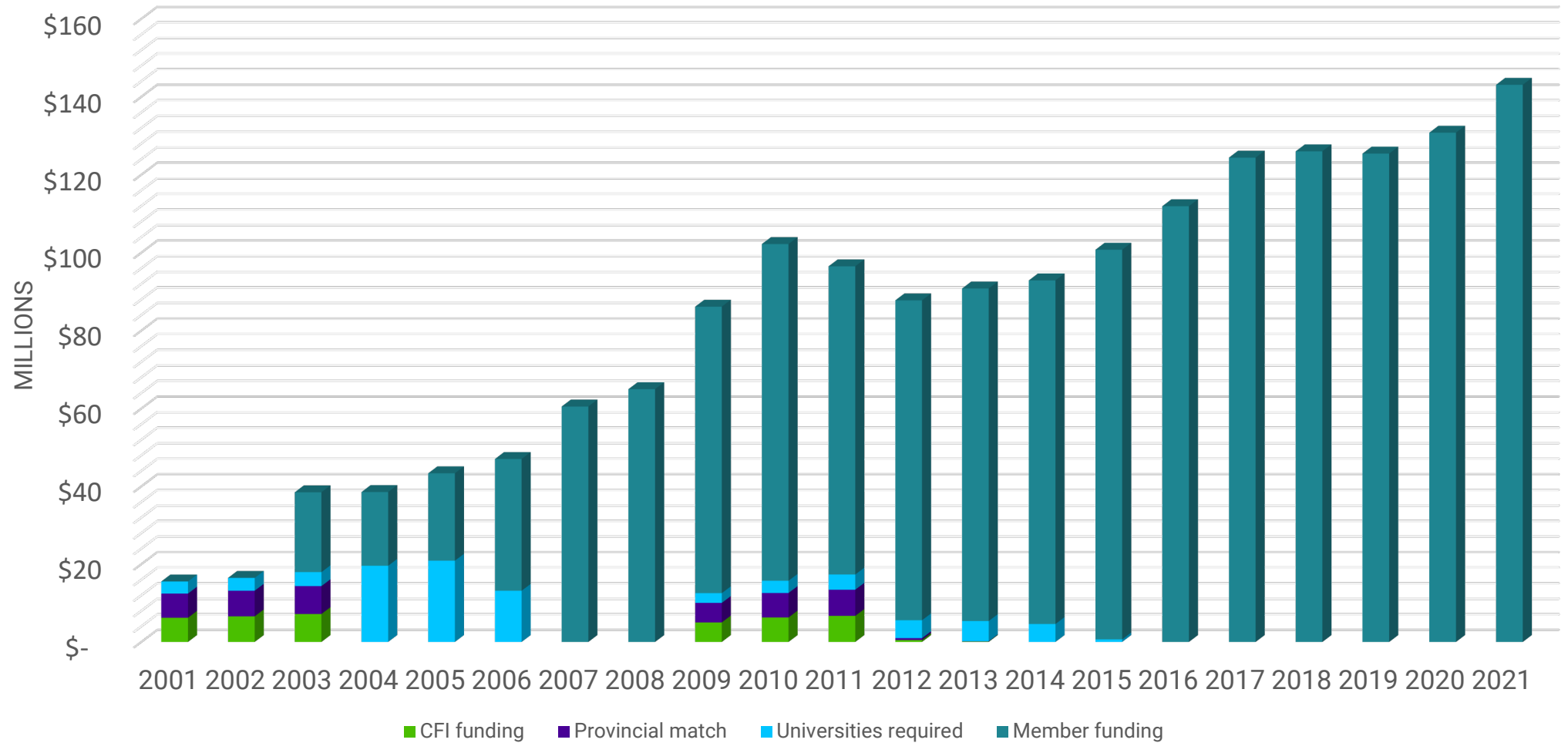


Context & Background

CRKN's Continuum of Access Supporting Scholarship



Leveraging CFI's Investment



From Stakeholder Engagement to Advocacy – From Awareness Building to Influence

University
Presidents &
Provosts

Funders

Policy Makers

Partner
Organizations

Publishers

Infrastructure
Providers



Selecting a Government Relations Firm

- Staff issued a request for proposals for a government relations consultant in November 2021
- Five proposals were submitted
- The Board reviewed and assessed the proposals according to approach, strengths and pricing; 3 firms were shortlisted for interviews with Management and the Vice-Chair of the Board
- A contract was signed with the successful firm, Cumberland Strategies in February 2022



Advocacy Framework

Issue 1: Public funding is required to digitize, preserve, and make accessible heritage and historical documents to mobilize social science and humanities research and ensure public availability and use

Audience:

Department of Canadian Heritage

Galleries, Libraries, Archives, Museum (GLAM) funders

Issue 2: Public funding is required to advance Canada's open scholarship agenda and increase innovation

Audience:

Funding agencies

Office of the Chief Science Advisor

ISED

Issue 1: CRKN is Mobilizing Canadian Heritage Material for Research



Mobilize data and inspire new research



Preserve heritage material for future generations



Enable more equitable distribution of knowledge



Contribute to digital research globally

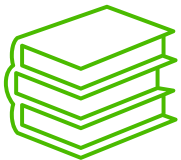


Build a community-supported and owned national digital heritage content platform

Digitizing Canadian Heritage and Cultural Material: A Sector-Wide Priority



Canadian documentary history at risk of being lost to future generations



Most of Canada's critical documentary heritage and other cultural materials still need to be digitized



Partnerships are crucial to avoid duplication and effectively scale processes and tools for digitization, preservation, and access infrastructure



Enhancing CRKN's strategy with government relations

2019-2024
Strategic Plan



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Vision

The world's knowledge is
accessible by all.

Mission

CRKN advances interconnected,
sustainable access to the
world's research and to Canada's
documentary heritage content.

Strategic Objectives 2019-2024



1: Transform Scholarly Communication

2: Develop and Foster Partnerships

3: Collaborative Advocacy

A CRKN Approach to Open Scholarship: A Multipronged Strategy to Advancing Access to Knowledge

To develop the Canadian approach, CRKN will:



Collaborate to develop a list of principles to guide CRKN's open scholarship vision



Collaborate to create a vision document and key messaging to leverage advocacy opportunities and galvanize stakeholder support;



Champion advocacy and engagement strategies;



Collect and analyze data that supports this transformation;



Create resources and toolkits to support, advance, and enable conversations across and within institutions in Canada.



CRKN Board of Directors Priorities – 2022-2023

- In collaboration with stakeholders, draft a vision document for open access in Canada
- Support Government Relations efforts leveraging the advocacy and GR needs of members
- Drive engagement with university administrators and researchers regarding CRKN's initiatives
- Recommend resources, toolkits, and key messages for members to use on campus
- Lead the CFI Innovation Fund investigation
- Launch the Researcher Council
- Define CRKN's place within the heritage services sector

Vision

The world's knowledge is accessible by all.

- Mobilize Canadiana content
- Leverage our infrastructure to increase access for all



Mandate

CRKN is committed to help expand, advance, transform, preserve, and enrich access to knowledge.

- Work together to level the playing field
- Develop tools, services, platforms, and access mechanisms to benefit scholars



Sustainability

Access to and preservation of cultural and heritage content is not just an academic library concern


- Building a world-class system requires external sources of funding





Goal: CFI Innovation Fund 2025

- Develop a compelling project for the CFI IF 2025 competition
- Put forth a collaborative project that includes CRKN members and other partner organizations
- Collaborate with researchers to build tools and services
- Use the investment from the CFI IF fund to invest in critical infrastructure for SSH research and collections as data



Mobilizing government relations strategy and campaign – Cumberland Strategies



Next steps and priorities

Next Steps



Stakeholder mapping & meetings



Hill Day



Campaign

Partnerships & Collaborations





Member discussion and Q&A

Questions

- How to be kept up to date on CRKN's advocacy efforts?
 - Quarterly via the listserv
 - Quarterly via member virtual sessions
 - At the CRKN conference
 - Other (please specify)
- From your perspective, what is CRKN's top advocacy priority?