



George Brown College Research and Innovation

Mission, Vision, Strategic Objectives

Mission

The mission of the Office of Applied Research and Innovation is to support and advance industry- and community-problem solving through applied research, commercialization and scholarship, through the engagement of industry, faculty, students, funding agencies and the community-at-large in educationally and economically meaningful projects and partnerships.

Vision

At George Brown College, we have an ambitious vision: To foster industry- and community-relevant and sponsored applied research projects that contribute to the social, cultural and economic health of the region, through the integration of applied research projects in curricula while promoting innovation and scholarship. Through this Vision GBC Research and Innovation will be a leading applied research commercialization vehicle, leveraging the strengths of its members in order to take products to market, offer innovation services for existing concepts, ideas and technologies, and provide training for highly skilled and qualified people seeking education on aspects of innovation and applied research commercialization.

Strategic Objectives

Our strategic objectives are grounded in GBC's 2010 Strategic Objectives: Applied Research and Innovation will contribute to Sustainable Growth, Excellence in Teaching and Learning, Help make our Grads #1 Choice of Employers, Contribute to GBC being an Excellent Place to Work and an Excellent Place to Invest. To do this we will:

- Actively engage with industry and the community, especially with small- and medium-sized enterprises (SMEs), in applied research, innovation and commercialization projects for mutual benefit;
- Advance our applied research and scholarship tightly integrated within curricula, building upon our existing strengths, our motivated faculty and students, as well as our unique facilities in such areas as Health Sciences, Hospitality, Design and Technology;
- Promote and integrate 'innovation literacy'* and an 'applied research and innovation culture' throughout George Brown College, among both faculty and students, thereby giving our students the ability to see the immediate impact and relevance of their studies, and how these relate to industrial problem solving in real world contexts;

- Promote the dual professional role of our faculty – as both industry experts and excellent teachers – thereby modeling for our students an increased capacity for innovation through this articulation of complementary expertise;
- Offer to our industry and community partners a viable, sustainable engagement plan that builds on the external profile of George Brown College as a major provider of applied research services and an excellent place to invest; and,
- To provide leadership at the local, provincial and national levels in applied research, innovation, commercialization and scholarship for the college sector

**Innovation literacy:* the ability to think creatively and apply problem-solving skills to diverse and intangible issues within industrial problems and contexts. Innovation literacy is a transferable skill that enables our students to be flexible innovators in the workforce.

Core Strategies

Achieving our Strategic Objectives involves the following four Core Strategies:

- **Academic Strategy:** Pursue applied research opportunities and funding that are well aligned with GBC programs, faculty and infrastructure capacity; Provide an effective policy framework and relationships with external funding agencies to enable increased faculty and student participation in applied research activities.
- **Student Experience:** Make applied research a key feature of the student experience, linking student engagement in applied research to preparation for the workplace.
- **Building a Reputation (Brand):** Position George Brown College as a high-quality provider of applied research services, reinforcing student engagement in applied research as one of the ways George Brown prepares graduates for the workplace.
- **Business Development/Partnerships:** Leverage GBC's academic quality and applied research capacity to attract external investment from government and the private sector.

Benefits of Applied Research... The GBC Research and Innovation Advantage

Key benefits to George Brown College and industry:

- Students get real world, practical problem-solving opportunities, often integrated in field studies, for a superior student learning experience;
- Faculty participate in industry innovation, contributing as well as refining their expertise;
- Industry and community partners access timely problem-solving knowledge and facilities for real industrial problems and business opportunities;
- George Brown College enhances its reputation, strengthens industry and community links, contributes to economic development and fosters excellence in teaching and learning.