



George Brown College Applied Research and Innovation

George Brown College has developed a new ten year strategic plan - *Strategy 2020* - as a result of extensive discussion, research and consultation both within the college and with our broader community. As part of Strategy 2020, six imperatives have been identified, each of which is associated with a series of specific, measureable goals:

1. Prepare diverse learners for job success
2. Be an enabler of the innovation economy
3. Invest in the creation and stewardship of high value and high performing partnerships
4. Leverage state-of-the-art technology
5. Build a high-performing organization
6. Build a sustainable financial and resource model

Major Research Objectives

Within this framework, GBC's research mission is to support and advance industry- and community-problem solving through excellence in applied research, commercialization and scholarship. GBC's Research and Innovation engages industry, faculty, students, and the community-at-large through participation in educationally and economically meaningful research projects and partnerships. As such, our major research objectives include:

- Actively engage with industry and the community, especially with small- and medium-sized enterprises (SMEs) to advance applied research, business innovation and commercialization projects for our mutual benefit. This includes engaging our existing partners and reaching out to new partners and forming new collaborative relationships;
- Integrate our applied research and scholarship tightly within college curricula, building upon our existing strengths, our motivated faculty and students, and our unique facilities to support business innovation. Actively pursue funding opportunities to support collaborative research in our areas of expertise;
- Promote and integrate innovation literacy* and an applied research and innovation culture throughout GBC among both faculty and students. Increasing our research capacity and supporting research conducted by faculty, staff and students enhances the student learning experience and improves the employment prospects for our graduates by providing them with problem-solving experience in real world contexts;

- 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

Our Applied Research Focus

Applied research is central to our Strategy 2020. Our goal is to foster a culture of innovation at GBC and support ongoing teaching and learning experimentation; to promote such scholarship and innovation, we are focusing on three themes:

1. Partnerships – working with our partners on innovation activities gives our students good exposure to industry trends, and helps us attract investment in the college, thereby benefitting our students.
2. Innovation in teaching and learning – applied research is one form of innovation activity that we support. Students engage with partners on applied research problem solving as part of their course work, gaining credit, valuable experience, and developing innovation literacy: research, development, problem solving, leadership and entrepreneurial skills, along with the ability to recognize innovation in work contexts.
3. Field placements –we enable our students to gain work and learning experience in real work contexts by working on applied research projects.

Priority Areas of Applied Research and Training

Currently, GBC has four priority areas for applied research and training. These are areas of proven strength for the college, and we will build on our successes in these areas and expand their reach across the college. Beyond the college, each priority area has a series of partners and collaborators from the industrial, post-secondary, not for profit and public sectors. Each area is associated with new college infrastructure, institutional funding support and approval, as well as plans for targeted applications for further support. Our current priority areas include:

- Health, Health Technology & Health Promotion
- Sustainable Buildings & Green Technology
- Healthy Food Product and Recipe Development
- Business Innovation and Entrepreneurship

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