

CoA Knowledge Transfer Chair

Analytical thinking, historical and conceptual contextualization, communication, creativity, and imagination are at the heart of the work and research being conducted within the College of Arts. This research and its contributions towards an informed society, equipping its students with critical thinking skills, the ability to listen and problem-solve, and express themselves creatively is more important than ever. By raising \$2,000,000 to create a Knowledge Transfer Chair we can connect our students in the College of Arts to their future in the world in diverse practical ways.

Impact Statement:

Enrollment in the Arts and Humanities has witnessed a steady decline in the past decade. It is difficult for prospective students to enroll in an Arts-based degree program if they cannot perceive its value. It is equally important that business and community leaders in both the public and private sector have a better understanding of the significant contributions that the Arts makes to society.

This role, filled by a non-academic professional, with an Arts education, will help to guide our faculty and students in transferring their important research into a broader community of interest in a way that will help to articulate and demonstrate the relevance of their work. Through this dedicated and focused outreach effort, we plan to change the conversation when it comes to a degree in the Arts.



Goals:

A Knowledge Transfer Chair would meet with students and faculty members to develop and to articulate awareness of how academic knowledge transfers into the post-academic world. This individual will build meaningful and enduring connections with external stakeholders to ensure student success through the revitalization and re-visioning of the College's programs.

Included within the goals of the Knowledge Transfer Chair are the following:

- Work with local businesses, government agencies and not-for-profits to identify and develop research, education and knowledge mobilization opportunities
- Actively engage with students and faculty to assist them in bringing their research into the broader community
- Act as knowledge broker in the community; connect appropriate faculty and researchers with communities of interest

Learn more at alumni.uoguelph.ca/funding-priorities or contact alumni@uoguelph.ca