

Written Submission for the Pre-Budget Consultations in Advance of the 2019 Budget

By:

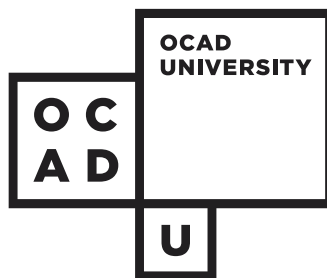
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List of Recommendations

1. Enhance Indigenous student success by increasing direct financial support for learners and providing support to universities to enhance programs that promote success.
2. Create multidisciplinary partnerships in funding programs that match design researchers with others, to explicitly manage the commercialization process of ideas emerging from basic research.
3. Provide OCAD University with an additional \$1 million in funding over five years to help us link these various work-integrated learning activities together and provide these services to an expanded creative community.
4. Support OCAD University's Founders by Design program with \$10 million over five years to provide design services to Canada's start-up companies.
5. Increase investment in the research support fund to ensure students and faculty are working in the best research environments possible.
6. Enable universities to be eligible for the Canadian Heritage Canada Cultural Spaces Fund to enhance their community-facing activities via the new Community Hubs program.
7. Invest in making data accessible and meaningful for the Canadian public by creating a fund through the Strategic Innovation Fund to establish a platform to leverage open.canada.ca to access data.

OCAD University priorities for Budget 2019

Enhance funding for Indigenous access and success to post-secondary education

- Enhance Indigenous student access and success through:
 - Increasing direct student financial support for First Nations, Inuit and Métis learners; and
 - Supporting universities to enhance institutional programs and enable partnerships that promote Indigenous student success throughout the postsecondary education continuum.
- The OCAD University Academic Plan, *Transforming Student Experience 2017-2022*, places decolonization as a first priority; there are 14 goals related to decolonization including increasing access for students and the number of indigenous faculty.
- OCAD University has long supported the professional training of indigenous artists – leaders such as Tom Hill, Rebecca Belmore, Meryl McMaster, Mary Anne Barkhouse and Bonnie Devine studied at our school.
- OCAD University's Indigenous Visual Culture program was created in 2008 to address the need for curriculum and degree granting programs in Indigenous visual culture, art, media and design in the Canadian post-secondary landscape.

Recommendation: Enhance Indigenous student success through increasing direct financial support for learners and providing support to universities to enhance programs that promote success.

Include design as a discipline in the commercialization stages of research.

Design research operates at a critical juncture between basic research ideation and the commercialization of experimental development. With the design disciplines currently being included in the update to the Tri-Agency research taxonomies, the federal government has a significant opportunity to not only support these disciplines and their important research outputs, but to explicitly integrate design disciplines within the commercialization pathway from basic research through to innovation. Within this span of research – from Technology Readiness Levels (TRLs) 1 through 9 – design supports TRLs 4-9. Explicitly managing the innovation process will help Canada to realize the full value of our public investments in research.

- Design will be the critical lever to integrate companies into a global value chain, accelerating growth and the development of new products and services for global markets.

- Design is a multidimensional and cross-functional activity that addresses the entire system of production and its life cycle, from ideation through to marketing, offering a critical path for successfully addressing complexity at key points of the value chain.
- Design leads to increased sales, customer engagement, customer retention, brand awareness, faster product cycles and higher company valuations (NEA – Future of Design in Startups, 2017)
- The Design Management Institute’s Design Value Index “2015 results show that over the last 10 years design-led companies have maintained significant stock market advantage, outperforming the S&P by an extraordinary 211%.”
- Design bridges the gap between raw invention and effective application. Canada’s competitive success will be determined by our country’s ability to develop innovative products and services, anticipating and satisfying the needs of both businesses, as well as contemporary and future international consumer markets.
- Canadian industry must compete with countries such as China, South Korea, the Netherlands, and Denmark, or global firms such as IBM and Google that have embraced design as the differentiator to enhance IP creation, develop products and services, find efficiencies, and build increasing sales.

Recommendation: Create multidisciplinary partnerships in funding programs that match design researchers with others to explicitly manage the commercialization process of ideas emerging from basic research.

Expand work-integrated learning opportunities for students

- In support of achieving the objective set by the Business Higher Education Round Table that 100% of students have a work integrated learning experience during their postsecondary studies, OCAD University recommends that the Government of Canada expand federal work integrated learning programs across sectors and disciplines, with particular attention to under-represented groups, as well as other federal measures needed to support the 100% goal.
- At OCAD University, the Centre for Emerging Artists & Designers (CEAD) is committed to supporting the early-career advancement of all students and recent alumni.
- To accomplish this, a wide range of both academic and co-curricular services are offered by the Career Development office and Experiential Learning Program, including facilitated learning experiences, a variety of skills-building resources and meaningful opportunities which are situated in practice.

Recommendation: Provide OCAD University with an additional \$1 million in funding over five years to help us link these various work-integrated learning activities together and provide these services to an expanded creative community.

Support campus-linked accelerators and incubators and provide support to OCAD University to enable design services support for start-up founders.

- Renew and enhance the Canada Accelerator and Incubator Program.
- Imagination Catalyst is OCAD University's design-focused hub and services for design thinking, entrepreneurship, innovation and commercialization. Funded through public and private sources.
- Currently, the Imagination Catalyst provides co-working space for up to 25 creative companies and social ventures each year, while also leveraging OCAD University's investment in world-class research labs and studios.
- Imagination Catalyst has incubated 75+ companies, created more than 150 jobs and generated an investment of more than \$5M in 3 years.
- Many startup companies struggle with scaling up to meet emergent market demand. The Founders by Design program developed at OCAD University help startups scale activities by applying design to the product and service design process, thereby resulting in more resilient businesses.

Recommendation: Provide OCAD University's Founders by Design program \$10 million over five years to provide design services to Canada's start-up companies.

Continue to provide funding for Creative Hubs via the Canadian Heritage Canada Cultural Spaces Fund and allow university eligibility

- OCAD University is Canada's largest art, design and technology university.
- OCAD University has a history of expertise and leadership in translating student and faculty research projects into economically viable products, services and businesses.
- As a creative hub, OCAD University seeks to leverage its experience building the Centre for Emerging Artists and Designers, the Imagination Catalyst incubator and its student gallery to support the wider creative community in downtown Toronto.

Recommendation: Enable universities to be eligible for the Canadian Heritage Canada Cultural Spaces Fund to enhance their community-facing activities via the new Community Hubs program.

Grow the Research Support Fund

- OCAD University recommends that the Government of Canada provide significant, multi-year increases to the Research Support Fund as per the recommendations in the Fundamental Science Review.
- Building on the investments in fundamental research in Budget 2018, supporting the institutional costs of research strengthens the learning and discovery environment for students, early career researchers, and universities of all levels of research intensity.
- While Budget 2018 made some investments in the research support fund, more investment is needed to ensure students and faculty are working in a state of the art research environment.

Recommendation: Increase investment in the research support fund to ensure students and faculty are working in the best research environments possible.

Invest in Making Data Accessible and Meaningful for the Canadian public

- Boost economic, social and cultural prosperity through meaningful access to data.
- If Canada is to continue to be a significant player in this new era of big data, we need to combine the recent investment in big data analytics, learning and intelligence with a focus on making data and data fueled results understandable and actionable.
- Data visualization allows people to make better use of data and data analytics through deeper understanding. It makes possible more effective operations; reveals changes and trends faster; and enables the discovery of the unexpected.
- Canada is currently among the world's leaders in data visualization. It is home to internationally-recognized, top data visualization researchers and practitioners.

Recommendation: Create a fund through the Strategic Innovation Fund to establish a platform to leverage open.canada.ca to access data.