



The Impact of Social Sciences  
and Humanities on Society

14-16 October 2020, Ottawa

12.30 – 13.45pm

# Structuring SSH Impact through collaboration with Business

*Susan Morris (Chair) - NSERC*

*Mikkel Rasmussen – ReD Associates*

*Jeffrey Ollinger – Royal Bank of Canada*

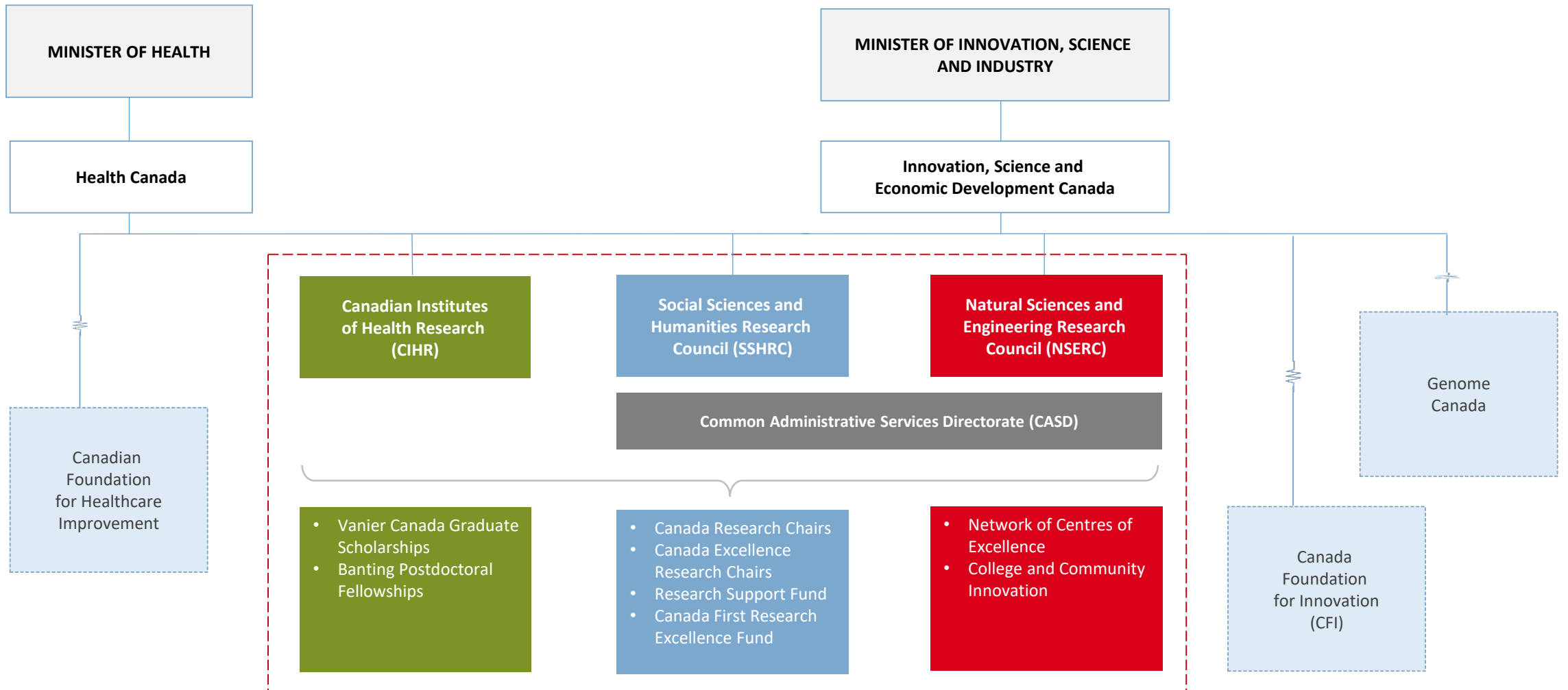
# AESIS Impact of Social Sciences and Humanities Conference

Session V: SSH Impact through collaboration with Business

14-16 October 2020



# FEDERAL GRANTING AGENCIES



## **NSERC Alliance Grants**

Supports research projects that involve collaborative teams of researchers and partners to accelerate the application of results and creates wide-reaching impacts for Canada

\$20,000 to \$1 million per year;  
1 to 5 years

## **SSHRC Partnerships**

Provides funding for research, research training and knowledge *mobilization* carried out by new and existing formal partnerships between postsecondary institutions and/or organizations of various types

- Partnership Engage Grants
- Partnership Development Grants
- Partnership Grants

## College and Community Innovation Program

Supports applied research at Canada's colleges that provides innovative solutions for local and regional business.

- provides a suite of funding opportunities
- managed by NSERC in collaboration with CIHR and SSHRC – proposals can be across the spectrum of natural and social sciences, engineering, humanities and/or health.



# SSHRC Partnerships Evaluation

Immediate Outcomes  
(Direct Influence)  
  
(Logic Model)

(c) Individuals and teams engage in research and research-related activities with partners

(d) Students and postdoctoral researchers are engaged in research training

**Immediate outcomes  
(Evaluation Findings)**

78% of PG/PDGs mobilize knowledge through co-production, making the collaborative research process itself a dissemination method

25% of PG and 40% of PDG funds are spent on students or postdoctoral researchers

# SSHRC Partnerships Evaluation

Long-term Outcomes  
(Indirect Influence)  
  
(Logic Model)

(a) The expertise and excellence of Canadian SSH researchers is recognized on the national and international level

(b) Individuals and organizations in the public, private, not-for-profit, and academic sectors benefit from SSH research knowledge

(c) Individuals with strong research, leadership and management skills are employed in positions in all sectors

Long-term outcomes  
  
(Evaluation Findings)

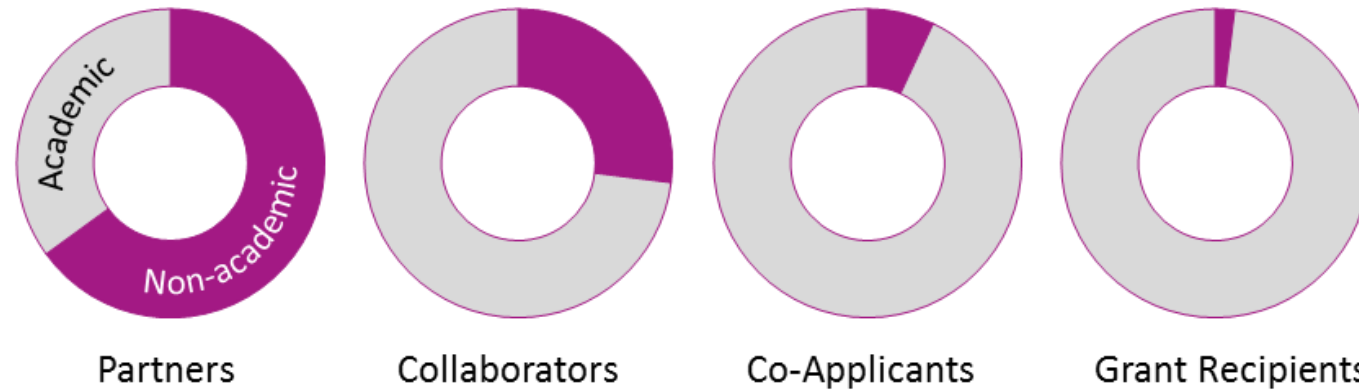
81% of PG/PDGs lead to academic or other prestigious awards

PG/PDG are more likely than Insight Grants and Insight Development Grants to report:

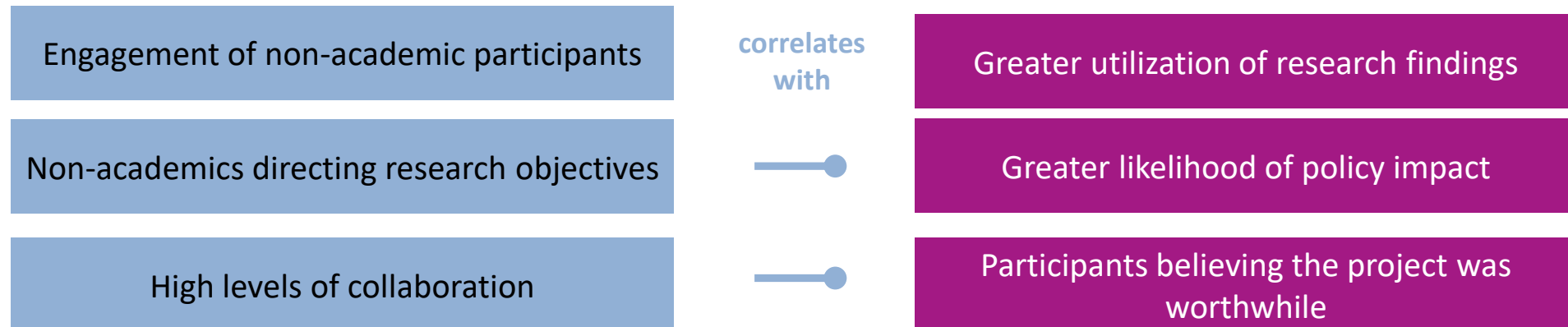
- Changes in professional practice (e.g., in partner orgs.)
- Public policy impacts
- Economic, social, or cultural benefits

In 69% of PGs and 47% of PDGs, at least one student/post-doc was hired by partners

## Non-academics most commonly participate in PG/PDG as partners



## Genuine collaboration with non-academics is linked to positive outcomes





# SSHRC PARTNERSHIPS

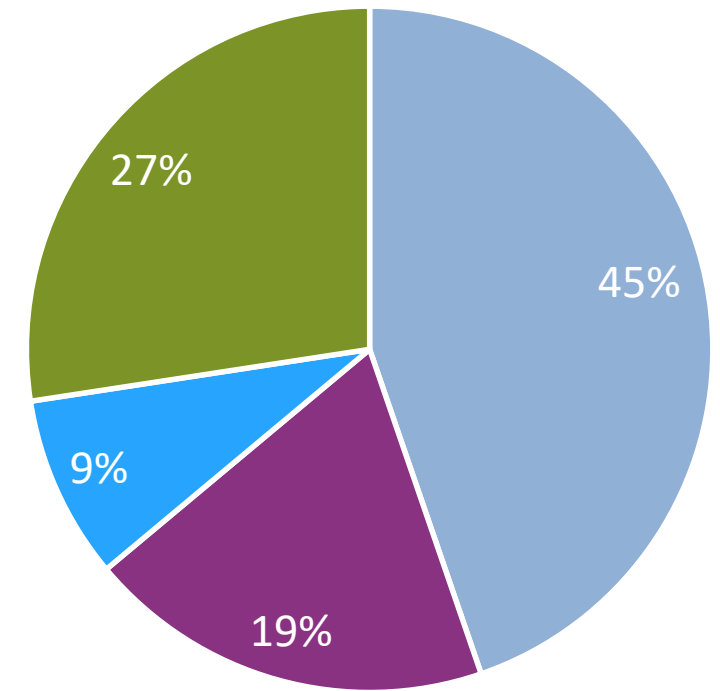
SSHRC funds partnerships through Partnership, Partnership Development, and Partnership Engage Grants to:

- ↳ conduct research;
- ↳ mobilize knowledge; and,
- ↳ train future researchers.

For 2019-20, **1100** new Partners are expected to contribute **\$69.3 M over 7 years**.

*Between 2015-16 and 2019-20 (5 years) SSHRC support facilitated...*

- **950** formal partnership projects
- **4,400** partner organizations
- **\$286 M** in partner contributions (cash and in-kind)



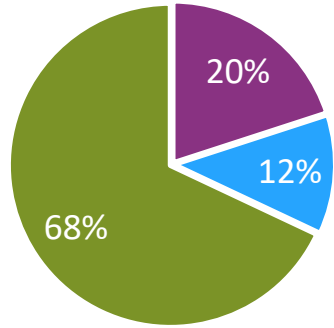
POST-SECONDARY | **\$31.0 M**

GOVERNMENT | **\$13.3 M**

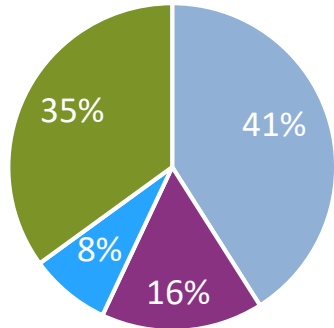
INDUSTRY | **\$6.0 M**

NOT-FOR-PROFIT | **\$19.0 M**

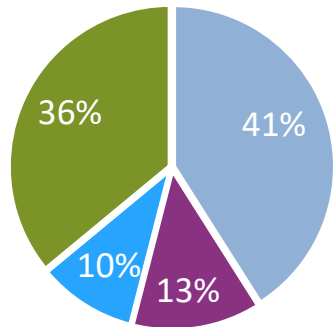
Partnership Engage Grants (PEG)



Partnership Development Grants (PDG)



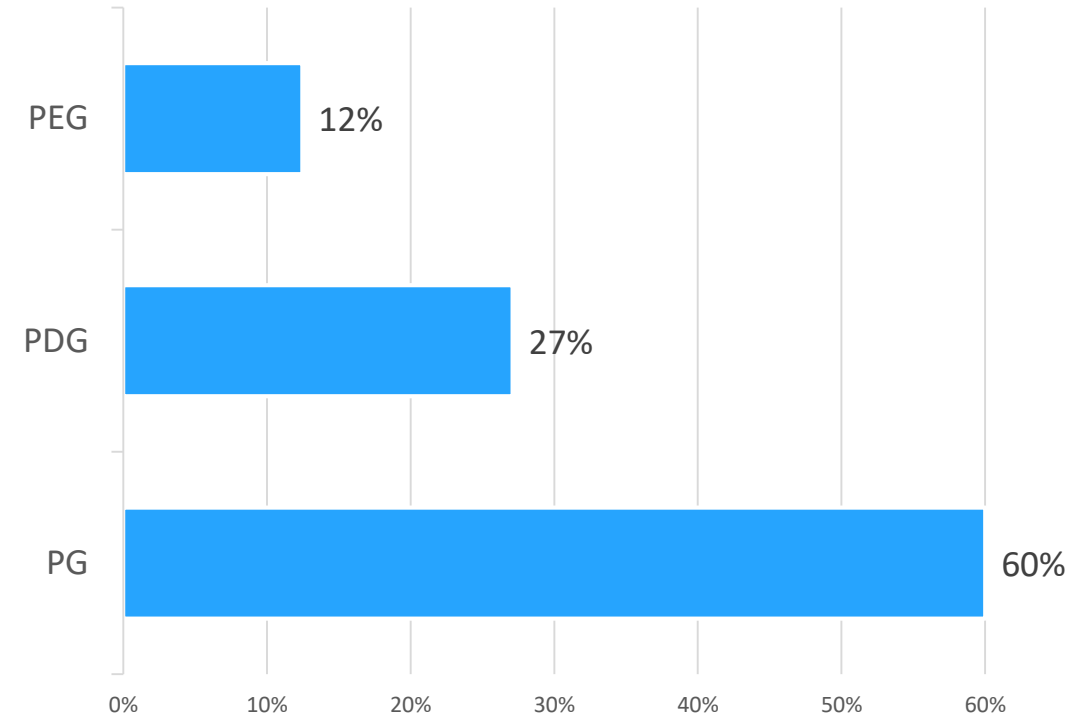
Partnership Grants (PG)



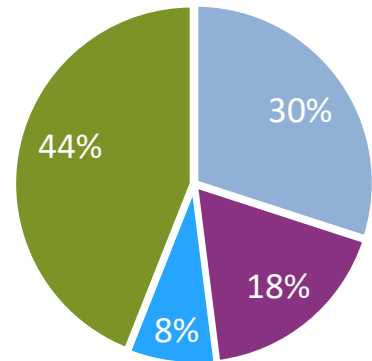
% of Partners by Sector  
2010-2019



% of awards with at least one partner from industry



# SSHRC Partnerships

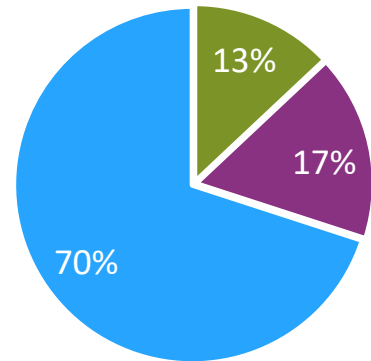
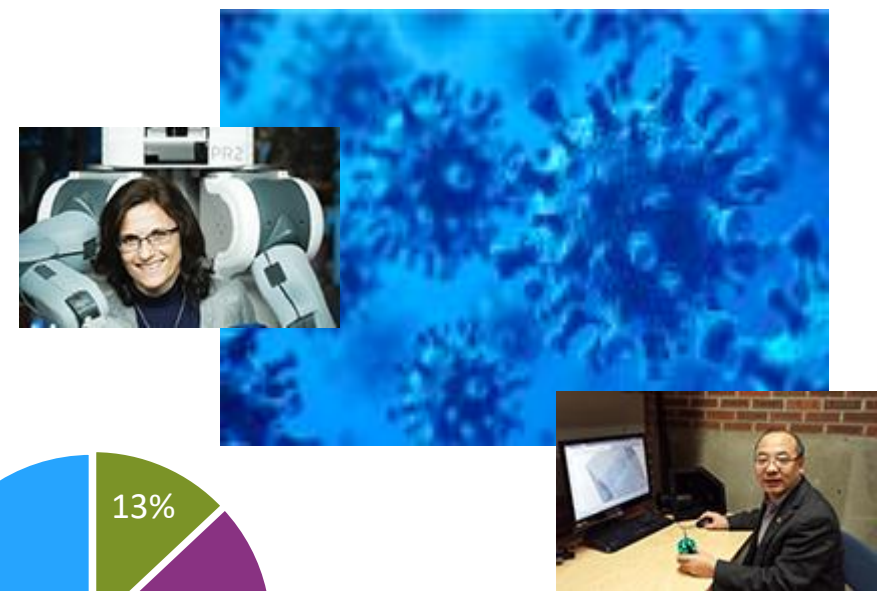


2018-2019

% of Partners by Sector

- POST-SECONDARY |
- GOVERNMENT |
- INDUSTRY |
- NOT-FOR-PROFIT |

# NSERC Alliance



2019-2020



# Challenges

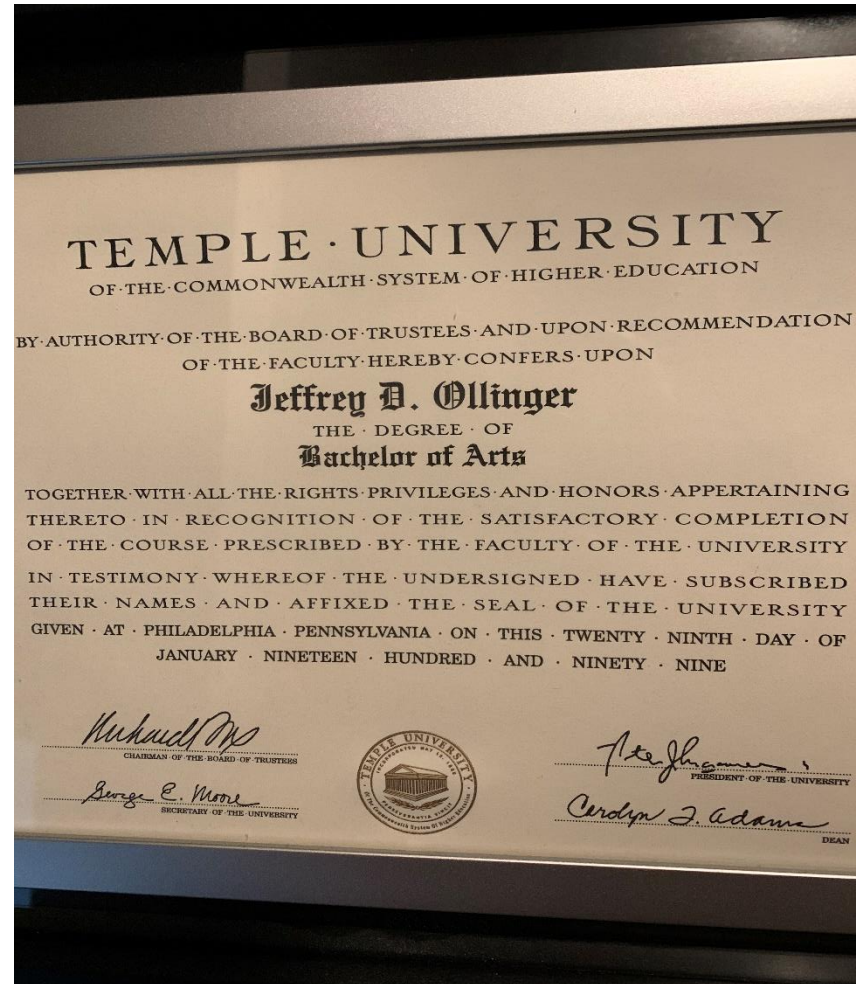
- Perceptions of granting councils application process
  - The greater the perceived administrative burden the less likely a company will engage in a project
- Ability of companies to connect with academic research partners with the skills they require
- Responsiveness to the needs of industry
  - Companies work within completely different delivery timelines
- Alignment of research interests and practices between academic collaborators and companies
  - Objectives, interests and needs
  - Spheres of influence, cultures and business models

# Thank you





## Aesisnet: Impact of Social Sciences and Humanities Conference



Jeff Ollinger: Sr. Campus Recruitment Manager at RBC and proud **Social Science** graduate



## Most of us are not on the same page...

83	Percentage of educators who feel youth are prepared for work.
44	Percentage of students who feel prepared for work.
34	Percentage of employers who feel youth are prepared for work.

RBC | Virtual Youth Career Development Series





## How we used to recruit at RBC....



RBC | Virtual Youth Career Development Series

## So, what's the problem?...



## Your RBC Journey

How do I navigate the acronyms & business lines?

How can I convey my strengths that align to this?

What if I don't have financial sector experience?

I studied Social Science/Humanities, can I get a job at a major bank?

What's the difference between Finance, Wealth Management, and Investor and Treasury Services?

Where do I fit in to all of this?

RBC | Virtual Youth Career Development





# What are we looking for and how does a Social Science Humanities student fit in at RBC?

Education  
Work  
Extracurricular  
Volunteer





# RBC Persona Foundational Skills

- 1. Empathy**
  - 2. Client Focus**
  - 3. Effective Communication**
  - 4. A Growth Mindset**
  - 5. Collaboration**
  - 6. Strategic Analysis and Analytical Thinking**
  - 7. Complex Problem Solving**
  - 8. Adaptability**
  - 9. Resiliency**
  - 10. Leadership**
- .....and.....what are you interested in?**



## Client Facing

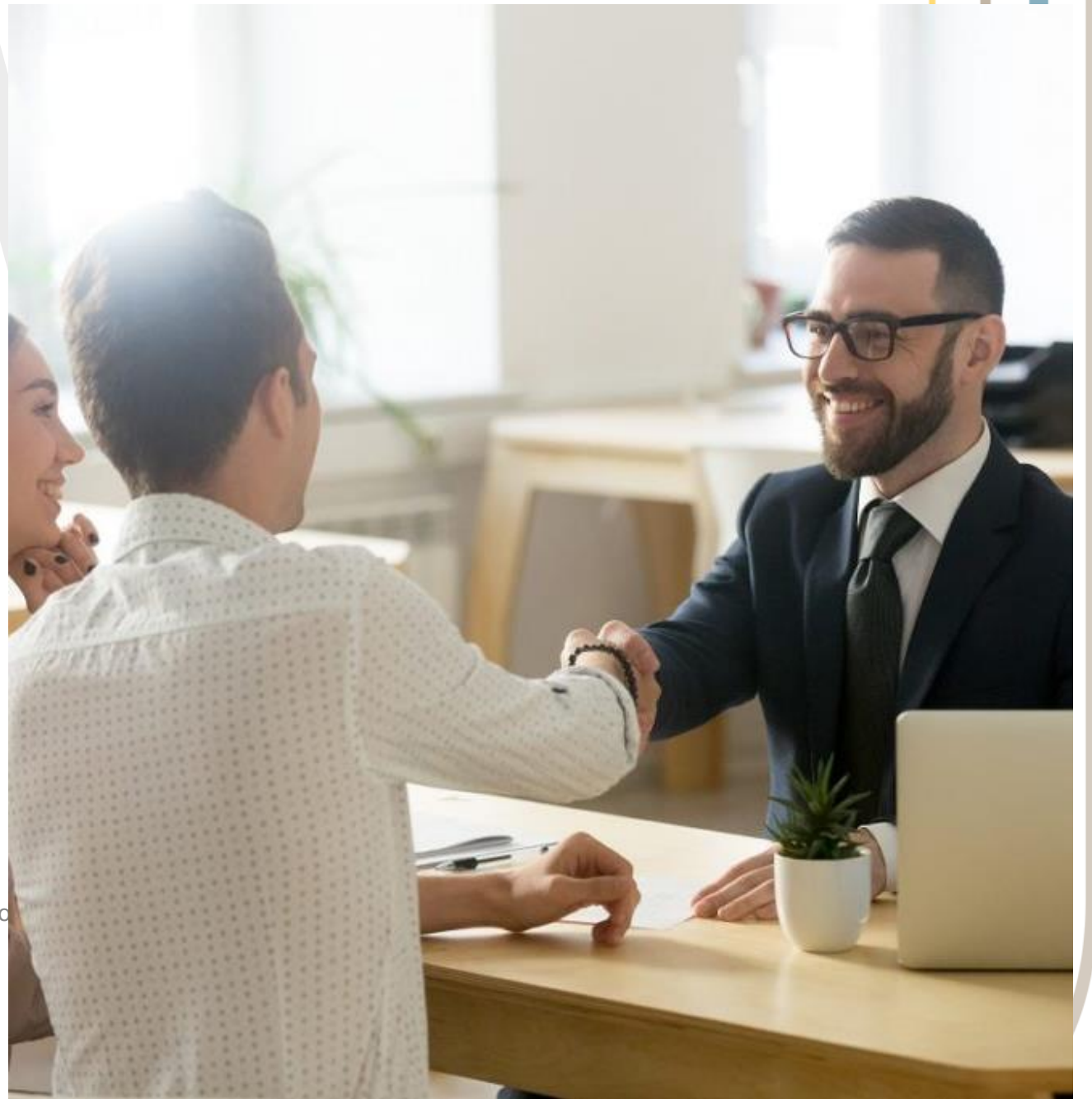
You are motivated by interactions and relationship-building with others

A quick learner and perceptive to client needs

Others would describe you as adaptable, open minded, and an outstanding communicator

You have a desire to learn, grow, and make a difference in your community

RBC | Virtual Yo





## Head Office

You are cross-functional and collaborative

A self-starter with a strategic mindset

Excellent relationship management skills

You have a desire to enable others and make an impact through big picture thinking

RBC | Virtual Youth Career Development





# Operations & Automation

Quantitative and numbers-oriented

You are efficiency-obsessed

You are innovative and creative with complex problem-solving

Others would describe you as comfortable with processes and structure

Have an appetite for emerging technologies

RBC | Virtual Youth Career Development





# Technology & Digital

A logical thinker and creative problem solver

Comfort with programming languages

You are naturally curious with an endless thirst for learning

Have an interest in applying technology to solve problems and think outside of the box

You balance big-picture thinking with orientation to detail

Others would describe you as comfortable with ambiguity

RBC | Virtual Youth Career Development





## Outcomes:

- 48% of all hires come from Commerce/Business/MBA
- Hired from 106 different colleges and universities in North America
- Increased percentage of hires from colleges.
- 99% of students would recommend working at RBC to friends/peers

