



THE UNIVERSITY OF BRITISH COLUMBIA

Continuing Studies

Intellectual Muscle: An Experiment in University Dialogues and Collaboration

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Overview

- Intellectual Muscle
- Implementation
- Lessons Learned
- Next Steps
 - Other Models



Intellectual Muscle

- Pilot project
- Can CE collaboratively deliver national series on topics of public significance
 - High quality
 - Low cost to institutions



Public Issue

- 2010 Olympic and Paralympic Winter Games
 - The Games themselves
 - The movements
 - Sport, culture and sustainability



Concept

- Invite university CE to contribute 20 minute audio podcasts by local academics on 2010 themes
- High profile: official 2010 program
- No restrictions other than quality of podcasts



Implementation

- 27 universities and 32 podcasts
 - 21 anglophone universities
(24 podcasts)
 - 6 francophone universities
(8 podcasts)



Universities

University of Toronto, University of Saskatchewan, University of Calgary, University of Victoria, University of British Columbia, McGill University, Dalhousie University, University of Western Ontario, Mount Royal University, University of Northern British Columbia, University of New Brunswick, University of Alberta, Wilfrid Laurier University, University of Guelph, Simon Fraser University, Memorial University of Newfoundland, Queen's University, University of Waterloo, University of Manitoba, University of Prince Edward Island, Carleton University, Université d'Ottawa, Université de Montreal, Université du Quebec a Montreal, Université Laval, Université McGill, Université de Moncton



Media Partner

- Globe and Mail
 - English language podcasts



Podcasts

- [http://
www.theglobeandmail.com/
intellectual-muscle/the-talks/
article1312702/](http://www.theglobeandmail.com/intellectual-muscle/the-talks/article1312702/)
- [http://www.vancouver2010.com/
fr/plus-information-2010/
programmes-éducatifs/
programmes-principaux/muscle-
intellectuel_95652Li.html](http://www.vancouver2010.com/fr/plus-information-2010/programmes-éducatifs/programmes-principaux/muscle-intellectuel_95652Li.html)



Lessons Learned

- Need for a clear and jointly held vision of what is important about the program
- Provide leadership: collaboration is only as strong as its leadership
- Need to understand diversity of organizational cultures among programming partners and CE units in Canada
- Effective response to difficulty of monetizing this kind of program (benefits)
- Program flexibility to accommodate individual partner priorities and distinctiveness
- Commitment to the chase



Next Steps

- We want to do more collaborative university dialogues on a regional and national scale



Models

- Co-production
 - Example: Intellectual Muscle
 - Required the participation of many universities
 - Many challenges as described in lessons learned
 - Needs a mega-event or mega-issue



Models

- Invitational
 - Many universities produce lectures and podcasts on public issues
 - Invite other universities to contribute and cross-promote
 - Simple but needs integrated media/social media strategy



Models

- Invitational - example
 - Critical Issues in Aboriginal Life and Thought
 - Six dialogues and podcasts
 - Inviting other BC universities to collaborate and cross-promote
 - Irving K. Barber Learning Centre at UBC providing hosting and media/social media support



Models

- Value-added
 - Build on and add value to existing regional and national media-based lectures



Models

- Value-added - example
 - *CBC Ideas*
 - Massey Lectures
 - UBC-Laurier Institution
Multiculturalism Lecture and new
Human Rights Lecture
 - Media partnership increases reach
and profile



Conclusion

- Intellectual Muscle demonstrated that national collaborative dialogues are possible at least when attached to a mega-event
- Other models make it possible to provide regional and national collaborative dialogues on issues of public significance on a regular basis



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Thank You



Benefits

- Public
 - A national program on a public issue
 - Many podcasts continue to be available on G & M, university websites and Itunes U



Benefits

- Universities
 - "The program gave Canadian universities a wonderful opportunity to be part of the Vancouver Olympics and to showcase world class faculty in a way never presented before."
University of Guelph
 - "ce qui a contribué à la visibilité et au rayonnement de notre institution. ... Laval souhaite de plus en plus développer ce type de projet sur le web." Université Laval



Benefits

- Speakers
 - “I received loads and loads of domestic and international email after my talk went live. I would most certainly do it again and think that it was a great benefit to UPEI.” Speaker from University of Prince Edward Island