

**Ideas
can...**

ANNUAL REPORT 2012



FEDERATION FOR THE
HUMANITIES AND
SOCIAL SCIENCES

FÉDÉRATION
DES SCIENCES
HUMAINES

FROM THE PRESIDENT'S DESK

We all know our world is quickly changing. But fundamental questions about human reality and the nature of society don't go away. Understanding how we interact and cope with rapid change, both as individuals and as members of diverse, multi-faceted societies is as important as ever.

Research and teaching in the social sciences, arts and humanities is crucial to meeting the challenges of our time, engaging government and the public, and preparing our students to best address the complexities and opportunities of the future. Throughout 2012 the Federation took a leadership role in creating meaningful spaces for national conversations on a range of topics. To better capture the promise and possibilities inherent in such conversations, the Federation also launched a new public image that provocatively highlights thought as action, through our tagline: ***Ideas can...***

Ideas can bridge disciplines and inspire new research. His Excellency the Right Honourable David Johnston, Governor General of Canada, captured this sentiment in his kick off to Congress 2012, co-hosted by Wilfrid Laurier University and the University of Waterloo. The Governor General, noting the great potential inherent in interdisciplinary and cross-sector collaborations, issued a call to action for universities, colleges and communities to bridge existing gaps. His talk was just one part of a [knock-out lecture series](#) by renowned novelists, public intellectuals and scholars that illustrated how sharing ideas is crucial to inspiring social change

Ideas can expand policy conversations. Our [Big Thinking lecture series](#) on Parliament Hill had a stellar year, with a full room for almost every event, and record attendance by parliamentarians from all major parties. Federation staff worked with speakers to extend their reach beyond their breakfast lectures. Dilip Soman, a behavioural economist, had an op-ed published in the *Hill Times*. Janice Keefe, who addressed the needs of caregivers assisting Canada's aging population,



gave a compelling presentation to Library of Parliament researchers. Alex Sévigny held a workshop for Parliamentary staff on the political use of social media in addition to giving a frank talk on the nature of Question Period. In every case the resulting dialogues informed decision makers and linked new research with policy development.

Ideas can also inspire seemingly mundane life experiences. Waiting for a medical appointment can be stressful for a sick child, especially if that child has limited mobility and cannot play with toys or other children. To change this, Toronto's Holland Bloorview Kids Rehabilitation Hospital and students and faculty from OCAD University together created "Screenplay." This interactive environment allows children to create images of plants and flowers on a large screen by standing on a series of pressure-sensitive squares. Screenplay's marriage of arts, design and psychology allows children and adults to play at the same time, creating a large, vibrant, virtual garden which brings both pleasure and understanding in our connectivity.

Going forward we will continue to take this message that ***Ideas can...*** into our dialogues with partners, policymakers and the public. By actively reaching out to elected officials and decision-makers, the Federation engages on a range of issues, from research policy and funding, to CIHR program reforms and international education. Our vibrant interdisciplinary programming at Congress provides opportunities to spur ideas on, and reaches out to engage the broader public and host university community.

We also take time to acknowledge and celebrate the diversity of ideas within our community. Our

Canada Prizes celebrate the best scholarship in the humanities and social sciences. This year was no exception, with four outstanding Canadian researchers receiving the Canada Prize awards in a ceremony at the Montreal Museum of Fine Arts.

Our disciplines are being commended outside of our community as well. The Council of Canadian Academies' report, *The State of Science and Technology in Canada, 2012*, identified six fields in which Canada has an impressive international impact. Three of these fields are in the arts, humanities and social sciences: historical studies, psychology and cognitive science, and visual and performing arts. The success of Canadian research in these areas is a clear example of the value and reach our disciplines have.

And so, we enter this coming year continuing to envision how *Ideas can* be mobilized to showcase the contributions that the arts, humanities and social sciences make to our society. We are entering the second year of our strategic plan having made immense progress on numerous fronts. Congress continues to be a crucial moment for our community but we are increasingly active collaborating with partners to deliver high-quality events across Canada at other times of the year too. Our membership (both association and institutional) continues to increase, despite the financial challenges of our time, and we have made important strides in providing top-level services to all our members. Our financial situation is strong and we have begun to implement governance reforms that make our Board of Directors leaner and better able to deliver on a focused mandate. We continue to be highly visible representing the interests of our community at the federal level and have articulate new advocacy principles that will allow us to build on the credibility that the Federation has achieved.

As always, the leadership and staff of the Secretariat have done an outstanding job working for all our benefit, and they are a huge credit to our organization. It has been an honour and a pleasure to serve as president of your Federation for these past two years. I cannot think of a better way to leave than by expressing how confident I am that the Federation will continue to thrive with a strong Board and the outstanding leadership of President-elect Antonia Maioni.



Graham Carr
President, Federation for the Humanities and Social Sciences

BOARD MEMBERS

EXECUTIVE COMMITTEE MEMBERS

President

Graham Carr, *Concordia University*

President-Elect

Antonia Maioni, *McGill University*

Vice President, Research Policy

Karen Grant, *Mount Allison University*

Vice President, Research Dissemination

Raymond Siemens, *University of Victoria*

Vice President, Development

Doug Peers, *University of Waterloo*

Vice-President, Equity and Diversity

Lynn Wells, *First Nations University*

Vice-President, Teaching and Learning

Fernand Gervais, *Université Laval*

Treasurer

Lyne Sauvageau, *Université du Québec*

Chair, ASPP Academic Council

Stephen Slemon, *University of Alberta*

SMALL ASSOCIATIONS

Stéphanie Nutting, *University of Guelph*
Canadian Association of University and College Teachers of French

Sukeshi Kamra, *Carleton University*
Canadian Association for Commonwealth Literature and Language Studies

MEDIUM ASSOCIATIONS

Nadia Abu-Zahra, *University of Ottawa*
Canadian Association for the Study of International Development

LARGE ASSOCIATIONS

Jean-Paul Boudreau, *Ryerson University*
Canadian Psychological Association

Lyle Dick, *Parks Canada*
Canadian Historical Association

UNIVERSITIES AND COLLEGES

Gary Boire, *Trent University*

Rosalie Tung, *Simon Fraser University*

INTRODUCTION

In 2011-2012, and as a result of the adoption of the Strategic Framework in March 2011, we continued our work in extending our *reach*, deepening our *relevance*, and advancing and diversifying our *relationships*.

As usual, to that end, we built on and around some of our main programs, namely:

- The Congress of the Humanities and Social Sciences
- The *Big Thinking* lectures
- Policy outreach work

MULTI-MEDIA HIGHLIGHTS

25% increase in web traffic over the previous year with more than 38,000 unique visitors to the corporate site

First-ever **documentary video** of Congress filmed

Creation of first **promotional video** of *Big Thinking* series is created

Canada Prize winners speak to cameras about their work

Chris Hedges **video seen 21,000** times in more than 100 countries

REACH

We improved communications practices to ensure adequate support for the humanities and social sciences community, and attracted broader audiences to our roster of top-notch activities. Most significantly, we launched a renewed public image and logo, along with a captivating tagline: ***Ideas can...***

We embraced the digital age by making the [Congress website](#) mobile friendly, revamping the [e-newsletter](#), and increasing our [social media presence](#) and global exposure, for example our Chris Hedges video from Congress 2012 (see text box below).

We increased the frequency and quality of our membership outreach, to enrich our community's diversity and ideas, and expanded membership services.

Reaching out to Canadians through the media was also front and centre in 2012, particularly around Congress, to capitalize on the plethora of research and news that it generates each year. For Congress, we identified nearly 1,000 stories of potential interest to wider audiences. Close to 300 researchers volunteered to interact with the media, should opportunities arise. Support materials were developed and specialized training provided. We also released stories and statements when significant reports affecting the community were made public, either celebrating new milestones or dispelling some inaccurate myths.

At other times of the year, we worked with experts featured in our *Big Thinking* series to get op-eds and articles placed in a variety of papers or news sites.

The Awards to Scholarly Publications Program provides, through a peer review process, critical support to 180 monographs each year. This program has been in existence since 1941 and we have updated the process and guidelines to support the best long-form scholarship in Canada.

RELEVANCE

Congress, the Federation's flagship activity to demonstrate the contributions and relevance of the humanities and social sciences, was co-hosted by Wilfrid Laurier University and the University of Waterloo. As a first, we held a curtain raiser *Big Thinking* event in Kitchener-Waterloo in November in partnership with the Communitech Hub, to introduce the entire community to Congress 2012. The event attracted local high tech companies, mayors and city councillors—many of whom we welcomed on campus at various events during Congress itself.

A highlight of any Congress, the *Big Thinking* lecture series provides an opportunity for prominent public intellectuals to present their ideas to Congress attendees and to members of the community. Many of 2012's lectures were webcast live, making these ideas available to a global audience. Congress 2012 speakers included His Excellency the Right Honourable David Johnston, Governor General of Canada, authors Margaret Atwood, Kim Thúy and Jane Urquhart, political economist Janine Brodie, and Don Tapscott, author of *Wikinomics* and a technology expert. These luminaries, along with countless researchers and student presenters garnered significant regional, national and international media coverage on weighty issues like innovation, re-imagining scholarship, public safety, the need for a stronger national census, children's development and healthcare policy.

Outside of Congress, we kept critical topics like these on the agenda through our *Big Thinking* on Parliament Hill series. Its success is growing, thanks to renewed outreach, broad consultations on topics, new partners, and complementary programming. Most of our lectures sell out in advance and exceed our expectations. For example, our talk on the global economic crisis attracted more than 30 MPs and senators and the senior deputy governor of the Bank of Canada.

Board members and secretariat staff were on the road throughout 2012, taking advantage of numerous invites to present at various conferences, including a symposium with Chinese university leaders on improving the quality of liberal arts education in China and strengthening Chinese-Canadian collaboration.

Much of our outreach is tied to our work on a variety of policy fronts. Graham Carr, President of the Federation, presented our recommendations

CONGRESS 2012 BY THE NUMBERS

7,458 delegates

68 scholarly associations

6,100 tweets via #congress2012

12 *Big Thinking* lectures

500+ hits in local, regional,
national and international media

650 local volunteers

for the 2013 federal budget to the Finance Committee, which focused on increasing opportunities for students, support for partnerships and funding to the granting councils. Our recommendations have been well received. Last year's budget saw the continuation of support for basic research, student scholarships, and industry-related research initiatives and collaborations. Although there were also some welcome additional new investments in research in budget 2012, some components of the research eco-system have been affected by worrisome funding cuts.

We also responded to the Council of Canadian Academies' State of Science and Technology report, held forums for discussing a possible operational framework for supporting better Open Access in Canada and even transformations within the granting agencies themselves. In April, we assembled a Blue Ribbon Panel of experts from across Canada to help us formulate a constructive submission to CIHR on its open grants and peer review processes. Our recommendations have garnered significant attention and subsequently, CIHR assembled a humanities and social sciences working group to further address real or perceived obstacles to greater success of our scholars within their framework.

We see this extremely important work as critical to maintaining support for our community. One thing is clear, for the foreseeable future, we will need to work even harder to demonstrate the contribution that we collectively make to Canada and nurture the necessary level of public support for the research and knowledge ecosystem.

RELATIONSHIPS

We maintain a wide range of partnerships on the policy front to position the Federation to further public policy on a wide range of issues.

In 2012, we dedicated a great deal of time to partner across sectors and jurisdictions, opening up possibilities for others and pursuing new avenues to keep our work energized. We renewed our overall collaboration framework with SSHRC which provides significant support for Congress and ASPP.

We also continue to work with Mitacs and SSHRC to engage more students in research internships and help knowledge flow between organizations and institutions.

We are strengthening relationships with other granting agencies and PSE stakeholders, including CIHR, NSERC, AUCC, ACCC and CAGS, around project-based opportunities. For example, both CFI and AUCC have now twice collaborated with us on *Big Thinking* lectures on Parliament Hill, and both support the *Big Thinking* lecture series at Congress. These partnerships also extend globally, notably in the US, Europe, Australia and now China. The Federation is part of the advisory committee organizing the 3rd World Social Sciences Forum in Montreal on October 13th – 15th.

Our reputational process facilitates securing other funds and attracting larger and wider audiences. This enables us to garner greater and more diverse exposure for featured lecturers.

The Federation needs to maintain its existing relationships while building fresh partnerships to increase access to new forums and audiences. Through these partners, we can be more assertive and better promote the contributions and relevance of humanities and social sciences research. Expanding the scope of our existing forums, book prizes, conferences, roundtables and *Big Thinking* events, we will reach more representatives from governments, business, other academic disciplines and civil society. This will generate higher levels of awareness and appreciation for the work of our members.



2012 SEASON

Behavioural economics and its implications for financial literacy and public policy

Dilip Soman

*Rotman School of Management
University of Toronto*

Stem cells and medical tourism: The challenge for health and science policy

Timothy Caulfield

Canada Research Chair in Health Law and Policy

Inclusive Innovation: What is the role of rural and remote regions in the knowledge economy?

Ken Coates

Canada Research Chair in Regional Innovation

Who cares? Aging boomers and caregiving policy in Canada

Janice Keefe

Mount Saint Vincent University

Who's driving the story? Question period, social media, and changing political communications

Alexandre Sévigny

McMaster University

Innovation? What innovation? Re-thinking progress and how we measure it

Jeremy de Beer

University of Ottawa

FINANCIAL OVERVIEW

As a result of strong focus on effective program delivery, the Federation ended 2012 with a surplus and is on solid financial footing, with healthy reserves and projecting a balanced budget in 2013.

In 2012 revenue was consistent with 2011 and, through cost containment and one time savings, expenses were significantly lower. Our revenue stream from SSHRC has been stable while membership increased slightly. Congress and Outreach revenues increased significantly, which was anticipated prior to the start of the fiscal year. Historically, Congress revenue varies by location and can change dramatically. However, these variations are expected to be less acute with the recently adopted policy and criteria on Congress selection.

Occasionally the natural flow of books through the Awards for Scholarly Publishing program (ASPP) can result in perceived revenue variations

between fiscal years. The ASPP program continues to be vibrant and successful, supporting 180 publications every year.

Investment income declined due to a strong Canadian dollar. Investment holdings are of the highest quality to mitigate market risk.

The costs for salaries and benefits declined due to the rationalization of some positions, position vacancies and implementation of a new pension policy.

Administrative expenses decreased slightly through cost control. Liaison and Congress expenses increased slightly as the Federation implemented activities to support the strategic organizational objectives. Meeting and activities expenses were also reduced through aggressive cost containment and programming partnerships. Amortization expense decreased slightly due to an increase in fully depreciated assets.

SUMMARY OF 2011-2012 AUDITED FINANCIAL REPORT

	2012	2011	% change
Revenue:			
Congress & Outreach	1,114,841	792,523	40.67%
Memberships			
<i>Universities</i>	470,718	446,835	5.34%
<i>Societies</i>	141,820	144,365	-1.76%
<i>Affiliates</i>	2,000	1,800	11.11%
	614,538	593,000	3.63%
Grants from SSHRC:			
<i>Connections</i>	450,000	450,000	0.00%
<i>ASPP Administration</i>	308,550	308,550	0.00%
<i>Aid Scholarly Publications</i>	1,384,000	1,758,000	-21.27%
	2,142,550	2,516,550	-14.86%
Investment Income	62,946	109,518	-42.52%
Donations: (note 1)			
<i>ASPP campaign</i>	14,346	3,918	100.00%
Total revenue	3,949,221	4,015,509	-1.65%
Expenses:			
Salaries & benefits	1,249,640	1,359,299	-8.07%
Administrative	421,811	438,462	-3.80%
Liaison & Congress (note 2)	535,687	502,887	6.52%
Meetings & activities	60,078	94,940	-36.72%
Amortization	57,263	67,972	-15.76%
ASPP books paid	1,384,000	1,758,000	-21.27%
Total Expenses	3,708,479	4,221,560	-12.15%
Excess (deficiency)	240,742	(206,051)	-216.84%

Note 1: Donations received are deferred until used for the purpose of the fundraising campaign

Note 2: The expenses for related staff and general administration are included in the salaries and administrative totals

CANADA PRIZE WINNERS

CANADA PRIZE IN THE HUMANITIES

Susan R. Fisher, *Boys and Girls in No Man's Land: English-Canadian Children and the First World War*, published by University of Toronto Press

CANADA PRIZE IN THE SOCIAL SCIENCES

Veronica Strong-Boag, *Fostering Nation? Canada Confronts Its History of Childhood Disadvantage*, published by Wilfrid Laurier University Press

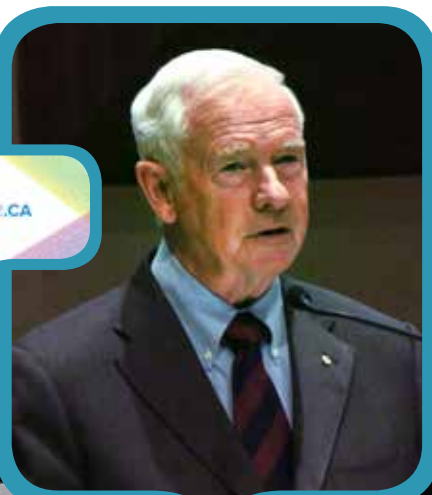
PRIX DU CANADA EN SCIENCES HUMAINES

Louise Vigneault, *Espace artistique et modèle pionnier. Tom Thomson et Jean-Paul Riopelle*, publié par Éditions Hurtubise inc.

PRIX DU CANADA EN SCIENCES SOCIALES

Michel Ducharme, *Le concept de liberté au Canada à l'époque des Révolutions atlantiques, 1776-1838*, publié par McGill-Queen's University Press

CONGRESS2012.CA



Ideas
can...



CONCLUSION

One year into the strategic plan, there is evidence that our value proposition is improving. We have and will continue to proudly showcase knowledge, research and talent in the social sciences and humanities, and connect creators, users and benefactors across sectors and society — to everyone's benefit.

The Federation's ability to convene and connect is what makes it unique and important. Our growing list of members and partners will help us build this solid foundation to achieve new heights. We sincerely appreciate the support we consistently get from members and want to continue to advance the Federation and deliver even more notable results for the community and all Canadians.



FEDERATION FOR THE
**HUMANITIES AND
SOCIAL SCIENCES** | FÉDÉRATION
**DES SCIENCES
HUMAINES**

FOR MORE INFORMATION ON THE FEDERATION
FOR THE HUMANITIES AND SOCIAL SCIENCES, VISIT:

www.ideas-idees.ca

1-613-238-6112

@ideas-idees

#congress2013

