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2013-14 LECTURE SERIES SUMMARY REPORT



2013-14 LECTURE SERIES SUMMARY

I am pleased to share with you this report on the Public Policy Forum's 2013-14 Lecture Series. Building on our inaugural 25th Anniversary Lecture Series in 2012-13, the Forum presented four lectures at universities across Canada in the 2013-14 academic year:

- Mel Cappe, University of Ottawa, October 21
- Margaret Norrie McCain, Memorial University of Newfoundland, November 5
- Kevin Lynch, University of British Columbia, January 10
- Mary Simon, University of Manitoba, April 3

The 2013-14 Lecture Series attracted more than 350 people. The highly diverse audience included federal and provincial deputy ministers, elected officials, corporate and association leaders, university presidents and board members, professors, faculty, and graduate students, public servants, and members of the media.

Thanks to **presenting partner Cisco's** WebEx technology, we were also able to disseminate the lectures with an online audience that listened live and participated in the audience discussions. We witnessed lively interaction on social media during and after each lecture. Photos and video of the lectures reached an even broader public via our website.

Our four gracious university hosts not only provided the venues and logistic support, but also hosted audience receptions where members of the public could meet the lecturers. In each case, the university President attended in person, providing welcoming remarks and hosting a VIP dinner for special guests. With the help of the universities, the Forum organized seminars for small groups of graduate students before each lecture, enhancing impact and visibility.

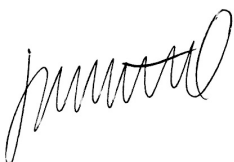
The lectures also enjoyed the generous support of local media partners who further promoted the events.

These four lectures were closely aligned with the Forum's work in our focus areas of public service and governance, human capital, and economy and competitiveness. For example, Mel Cappe and Kevin Lynch's presentations informed and enhanced our **Public Service Next projects**, including research into public sector agility and productivity. Margaret Norrie McCain and Mary Simon, meanwhile, inspired an initiative that will examine Early Childhood Development in Aboriginal communities.

I hope you enjoy this summary, which includes a detailed overview of the lectures, participation, and media coverage.

I would like to extend my warmest thanks to all our partners who made the 2013-14 Lecture Series possible, and to everyone who attended, either in person or online.

With thanks and best wishes,



David Mitchell
President & CEO
Canada's Public Policy Forum



MEL CAPPE

Former Clerk of the Privy Council and Secretary to Cabinet

“Supply and Demand for Ideas in Public Policy”

October 21, 2013 | University of Ottawa

Former Clerk of the Privy Council Mel Cappe spoke about the shifting marketplace for ideas between Canada’s public service and its politicians, and the impact of that exchange on public policy.

- Audience (live and online): 150
- 53 interactions on Twitter for 66K impressions
- Media coverage:
 - Mr. Cappe interviewed on CBC Ottawa’s *All in a Day*
 - Ottawa Citizen “*Public service losing its ability to provide policy advice, former top bureaucrat says*” (Oct 21, 2013)

Special thanks to Allan Rock, President and Vice-Chancellor of the University of Ottawa, and Kim Devooght, Vice President, Public Sector at Cisco Systems Canada, for providing remarks.

For video and photos, please visit www.ppforum.ca



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uOttawa





THE HON. MARGARET NORRIE MCCAIN

Former Lieutenant Governor of New Brunswick

"Successful kids, successful country: Why smart public policy needs to include early childhood education"

November 5, 2013 | Memorial University of Newfoundland

Margaret McCain is a passionate advocate for early childhood education. She talked about why investing in quality pre-school education is crucial for Canada's long-term economic and social health.

- Audience (live and online): 100
- 52 interactions on Twitter, for 86.1K impressions
- Media coverage:
 - [Ms. McCain interviewed](#) on CBC St John's Radio Noon
 - St John's Telegram "[Evaluating early education](#)" (Nov 6, 2013)

Special thanks to Gary Kachanoski, President and Vice-Chancellor of Memorial University of Newfoundland, and Rod Murphy, Regional Vice President, Atlantic at Cisco Systems Canada, for providing remarks.

For video and photos, please visit www.ppforum.ca



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KEVIN LYNCH

Vice-Chair, BMO Financial Group and Former Clerk of the Privy Council

“The Global Talent Hunt: Are We Playing to Win?”

January 10, 2014 | University of British Columbia

Kevin Lynch, Vice-Chair of BMO Financial Group and former Clerk of the Privy Council, spoke about why Canada appears to be lagging behind other countries on metrics such as academic performance and innovation. Mr. Lynch offered his perspective on what Canadian post-secondary institutions can do to attract more of the world’s brightest students, and how we can better train and prepare the next generation of leaders for competitive, evolving job markets.

- Audience (live and online): 95
- 54 interactions on Twitter for 74.3K impressions
- Media coverage:
 - Vancouver Sun *“Graduates falling behind because education out of step with rapidly shifting workplace”* (Jan 10, 2014)

Special thanks to Stephen Toope, President and Vice-Chancellor of the University of British Columbia, and Kegan Adams, Regional Director, British Columbia at Cisco Systems Canada, for providing remarks.

For video and photos, please visit www.ppforum.ca



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MARY SIMON

Chairperson, National Committee on Inuit Education, past President of Inuit Tapiriit Kanatami & Canada's first Ambassador for Circumpolar Affairs

"Fulfilling national Arctic interests and obligations through education"

April 3, 2014 | University of Manitoba

Mary Simon, Chairperson of the National Committee on Inuit Education, past President of Inuit Tapiriit Kanatami, and Canada's first Ambassador for Circumpolar Affairs, has devoted her life's work to advancing critical social, economic and human rights for Canadian Inuit. Ms. Simon explained why the future of Canada's North, and reconciliation with Inuit, First Nations and Métis, lies in education.

- Audience (live and online): 90
- 112 interactions on Twitter for 157.7K impressions

Special thanks to David T. Barnard, President and Vice-Chancellor of the University of Manitoba, and Reg Anderson, National Account Director at Cisco Systems Canada, for providing remarks.

For video and photos, please visit www.ppforum.ca



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