

canarie

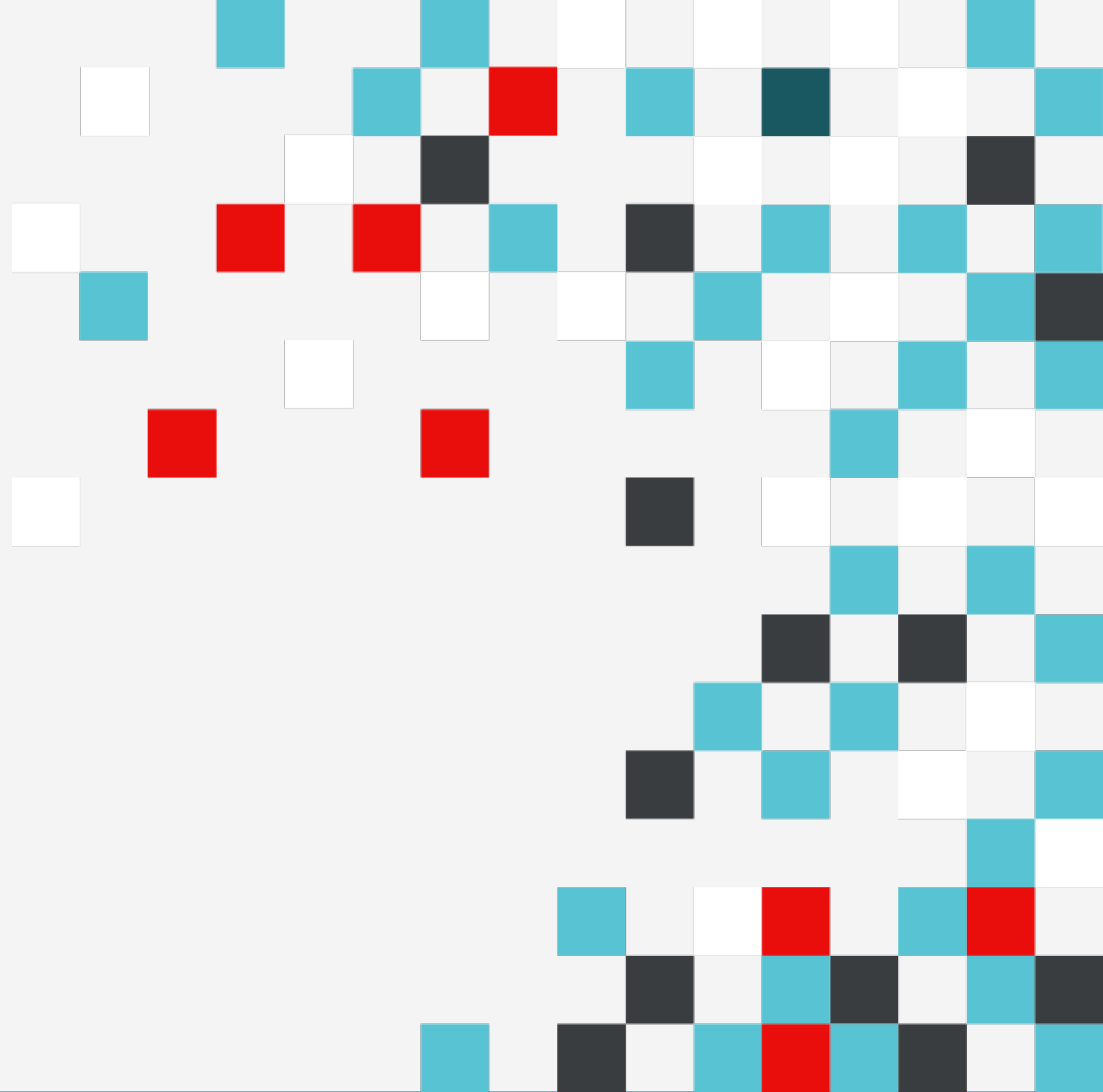


Building Stakeholder Relationships

Kathryn Anthonisenl Vice President,
External Relations

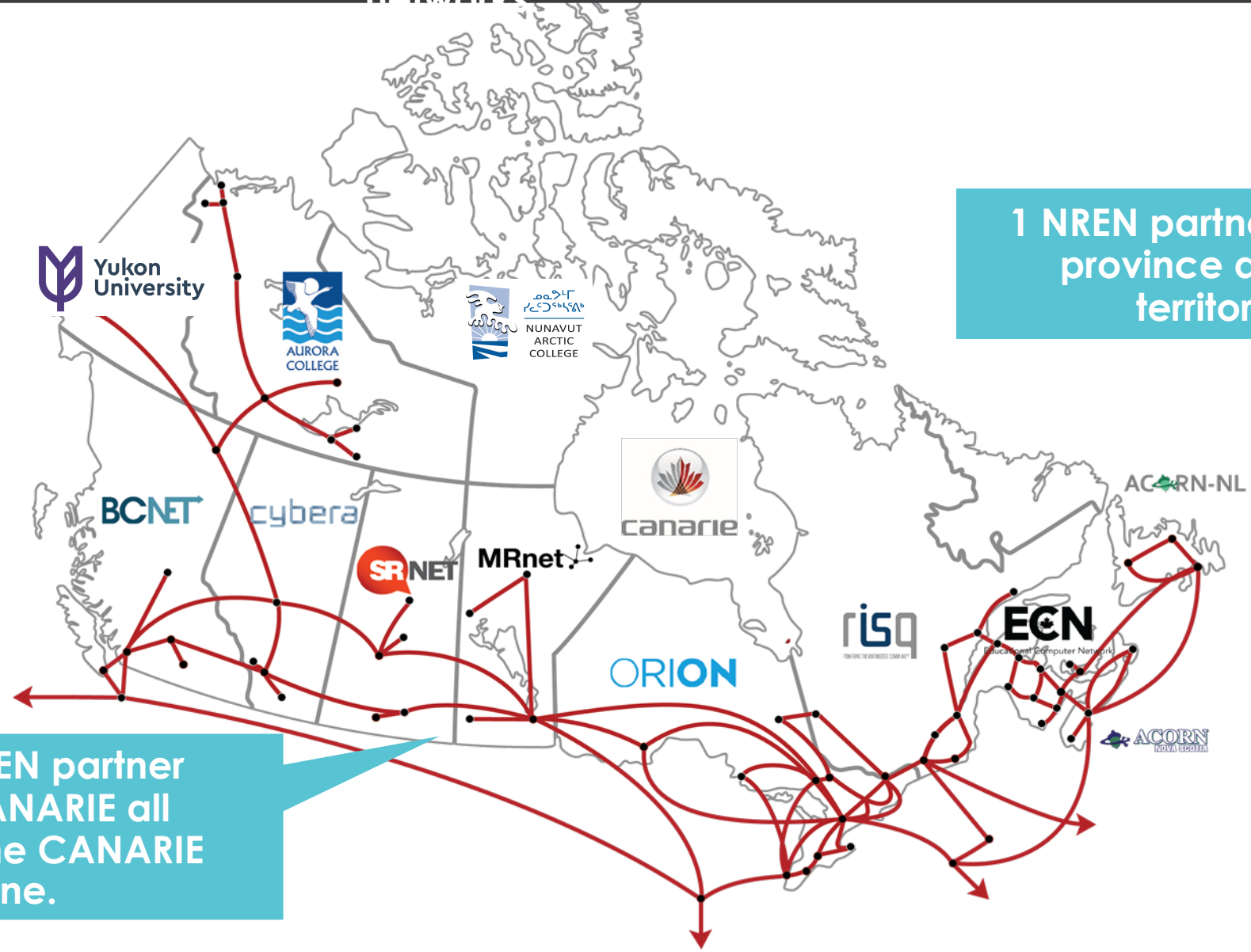
November 16, 2022

Virtual



Canada's National Research and Education Network (NREN)

Connects Canada's R&E and innovation communities via ultra high-speed (up to 100G) networks



What's so tough about relationships?



What's so tough about relationships?

Maturity

Self-knowledge and empathy

Trust

Focus on understanding

Conflict management

All learning comes through conflict!



Who are your stakeholders?



Politicians



Researchers



Institutional
Leaders



Students



Who are your stakeholders?

And whoever influences them!



Politicians

Constituents



Researchers

Colleagues/
Funders



Institutional
Leaders

Staff/Alumni/Funders Peers/Parents



Students

Things to consider about your stakeholders...

- What do they care about?
 - Funding sustainability
 - Technological advancement
 - Status
 - What else is impacting them?
 - Etc.
- How do they like to receive information?
 - In person
 - Written reports
 - PPTs
 - Videos
 - Media
 - Etc.



Things to consider about your stakeholders...

- What has worked in the past?
 - Measurements
 - Feedback mechanisms
 - Conversations to assess effectiveness of messaging



Things to consider about WACREN



- Is your message relevant to your audience?
- How do you want to deliver it?
- How do you reinforce it?
- How can you tell if you've been successful?



CANARIE Outreach & Feedback Mechanisms



Annual letter/email campaign to university leadership



CANARIE Summit and Program-specific conferences



Membership Renewal



Speaking Engagements



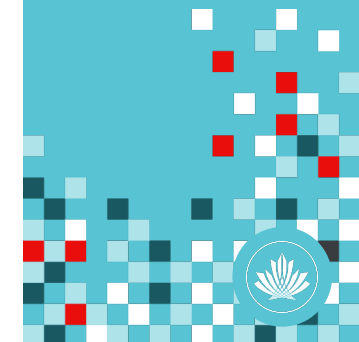
Program surveys



**Engaging with Associations
(University Presidents, VPsFA, CIOs; Colleges; Polytechnics)
Program Webinars**



Personal meetings (F2F or virtual)

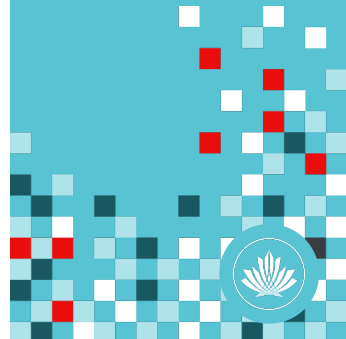


Things to keep in mind...

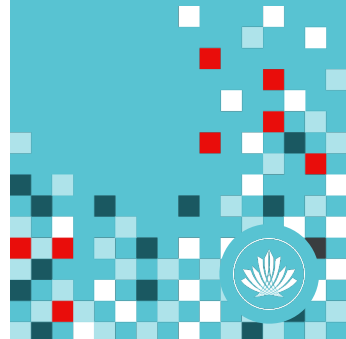
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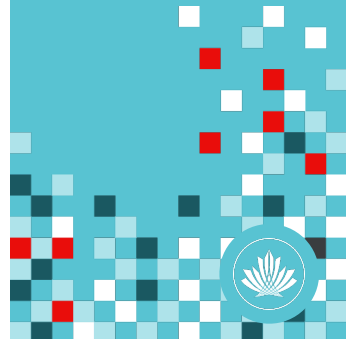
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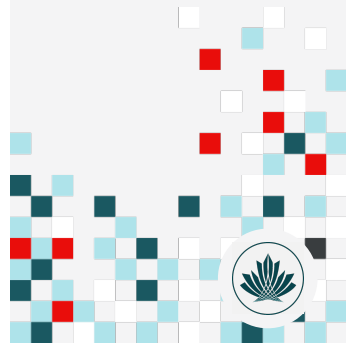


Things to keep in mind...



GREN Video

- [What is the Global Research and Education Network \(GREN\) - YouTube](#)







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