

KNOWLEDGE MOBILIZATION PLAN

Hosted by Cape Breton University (CBU) in partnership with the University of Alberta (UA), and facilitated through engagement with community institutions and cultural organizations, this **multifaceted public outreach project** engages critical, creative approaches based on principles of social responsibility and the use of ethnomusicological knowledge in influencing positive social interaction and (inter)cultural (ex)change. Our knowledge mobilization plan includes multiple outcomes in varied formats to engage a diversity of audiences and ensure significant intellectual, economic and social impact of the knowledge and activities of the project. Based on this plan, the project will result in **five core components: (1) two knowledge exchange and dialogue events; (2) a multi-sited public education and outreach program; (3) curriculum materials** for schools and universities; **(4) legacy print publications;** and **(5) digital resources** disseminated primarily through the project website.

(1) Two knowledge exchange and dialogue events (CBU, Sydney, NS and UA, Edmonton, AB).

- a. A 4-day symposium in conjunction with the International Council for Traditional Music's "Applied Ethnomusicology" biennial meeting, hosted by CBU (Oct 6-9th) and the Cape Breton Regional Public Library (CBRPL). Students, scholars, artists, teachers, heritage and media industry professionals and the broader public will engage in critical, creative learning: research papers, keynotes, public lecture/performances and workshops, teacher professional development, a *Youth4Music Leadership Symposium*, and a Celtic Colours International Festival concert of musics addressed in education sessions. Project publication planning meetings will also be held.
- b. A one-day symposium on "Music for Human Global Development" hosted by UA (Oct 14th), with distinguished international speakers, artists, students, faculty, and community members.

(2) A multi-sited public education and outreach program (Sydney and Edmonton) (2016-17), under the banner "*Global Musics – Local Connections.*"

- a. A guest lecture in CBU's MBA "Cultural Tourism Marketing" course, open to the public, on art, tourism and local economic development.
- b. Guest lectures in Edmonton community locations.
- c. In-school workshops for students of various grade levels, on world music and dance practice.
- d. A film series featuring community-engaged ethnomusicology research in social justice and activism, hosted by Cape Breton public libraries (CBRPL).

- e. Public lectures and workshops on economic/community development through the arts, and world music and dance practices, hosted by the CBRPL in Sydney and CBU's Collaborative Music and Movement (CoMM) Lab.

(3) Curriculum materials.

- a. An opportunity for the MBA Cultural Tourism Marketing students to engage in an applied ethnomusicology project – Celtic Colours survey research (based on a model of such a project conducted in 2014 through another Connections-funded project) - and learn through coursebased work with a client and international tourist audiences.

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- b. Curriculum materials, drawing on archival materials from the Beaton Institute, attending to the history and empowerment of women in/through music, in Canada.
- c. Two university course proposals for CBU, including complete course reading lists, assignment and assessment models, for “Applied Ethnomusicology” and “Teaching Music Globally” (the latter informed by engagement with teachers during the professional development day).

(4) Legacy print publications.

- a. An industry report based on Celtic Colours festival survey data.
- b. A proposal, including sample chapter, for a co-authored book on music, tourism, community economic development, focusing on Celtic Colours International Festival (Ostashewski with Joella Foulds, Festival fonder).
- c. A proposal, including introduction and sample chapter by Frishkopf, for an edited volume on *Music for Global Human Development*.
- d. A special issue of *COLLeGIUM* journal focusing on applied ethnomusicology, policy and institutions.
- e. A book proposal, including sample chapter, for edited volume, outlining key issues/methods in applied ethnomusicology.

(5) Digital resources will be disseminated through the *globalmusics.ca* website.

- a. Recordings of the proceedings of the symposia, public presentations and in-school workshops.
- b. Information about the films in the series, including detailed information about the ethnomusicology research methods and projects from which the films arose.

The website will lead to a permanent web presence for the project, serving as a major promotion and information centre as well as data repository. It will also contain a forum to facilitate continued dialogue and collaborations between scholars, artists, partners and the public.

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