

**MHRC Executive Meeting**  
**September 18, 2013**

Present: Dr. D. Hood, Dr. R. Tsushima, Ms. S. Iqbal, Dr. O. Birot, Dr. M. Connor, Dr. R. Ceddia, Ms. H. Carter

**1. Meeting Dates**

- This meeting was scheduled as a result of decisions made at the last meeting of the Executive Committee.
- Next meeting of the Executive Committee will be in January 2014, date TBD.
- A General Membership Meeting will be held on Friday Sept 27 at 3pm in 306 Lumbers.

**2. Speaker Seminar Series:**

- Dr. Hood requested further suggestions for speakers and indicated that confirmed speakers include, Dr. Kane, Dr. Rudnicki and Dr. Sweeney.
- Dr. Hood asked if we are able to spread out geographically for external speaker invitations
- Local speakers are usually reserved for MHAD
- Dr. Birot commented that the price of flights from Europe, for instance, can vary depending on the time of year (~\$1000)
- Dr. Ceddia commented that South America is a similar cost
- Dr. Birot suggested that if a guest is brought over from afar, then perhaps they need to do more than just give a talk to make the trip worthwhile and benefit the MHRC
- They could teach graduate students (lecture a class) as an example
- Dr. Tsushima also remarked that the MHRC should get the most benefit for the cost of bringing a long distance external speaker
- Dr. Ceddia suggested Mary Ellen Harper as a speaker
- Dr. Hood requested that if any members think about speaker suggestions to please send him their ideas
- To increase student involvement:
  - o Make a student committee
    - Seminars, colloquia
    - Career opportunity workshop
- Dr. Hood suggested a career workshop once every two years or to bring in industry representatives to discuss careers in industry
- Needs to be more specific to KAHS/MHRC grad students
- MITACs has career development workshops
- It was asked if any members knew any of their students who have gone to work in industry and may be interested in speaking to MHRC students
- Jennifer Rose, Dr. Coe's lab
- Crystal, Dr. Sweeney's lab
- Steven H. and Sergiu F. from Dr. Ceddia's lab
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### 3. Graduate Student Involvement

- Dr. Hood proposed that graduate student members of the MHRC could host a Graduate Student Colloquia this fall and this would increase student involvement (3-4 student presentations).
- Dr. Ceddia commented that this would be a good initiative to increase the student dynamic and participation in the MHRC. This was agreed upon by the other members.
- Dr. Tsushima suggested fewer presentations to allow the opportunity for more feedback, may be useful for the students and less rushed (2-3 presentations).
- The format that was agreed upon would be three 15 minute presentations followed by a 10 minute question period.
  
- Graduate Student Organized Speaker Seminar
- A MHRC Graduate Student Committee of five has been established as reported by Ms. Iqbal
- Members include Sobia Iqbal (Chair), Erin Mandel, Trevor Teich, Naomi Maeda, and Deanna Porras
- Each committee member submitted suggestions for external speakers and then they narrowed the list down to a top 10, then a top 6

### 4. Funding (see accompanying handout prepared by Dr. Hood)

- Dr. Hood informed the committee that the MHRC will be losing its Faculty funding support in the near future
- Need financial support that is self-sustaining (a mandate for all ORUs on campus)
- Need for funding is to sustain and grow the MHRC (see handout)
- Methods of receiving funding can come from:
  - o Industry partnerships
  - o Private Donors
  - o Fundraising
- The MHRC is currently working with continuing education to offer courses (dates are posted on the MHRC website) and will be taught by Dr. Hood
- Massage therapy graduates are being targeted as they require continuing education credits
- CANFIT certification also requires continuing education (CE) credits and could be targeted
- Nurses also need credits, but may be more regulated what courses they can take
- Continuing Education at York is **not** through the Faculty of Health or Kinesiology Department
- Courses can be about any topic related to muscle health that appeals to the targeted audience for which they would receive CE credits
  
- Dr. Hood requested any suggestions for industry partnerships
- Can be something related to your research area and the university supports these initiatives

- MITACs (PhD student/Post-doc stipend and spend 50% of their time in industry), CREATE grants - requires industry partnerships

## 5. MHRC Exposure

- Dr. Hood commented that to spread the word about the MHRC we need to be involved in more knowledge translation (KT)
- He has been working with the Knowledge Mobilization Unit (KMb) at York to improve the website, get suggestions on social media (Facebook, Twitter, blogs)
- A DONATE NOW button has been added to the website (need to ask for donations to receive them)
- The KmB suggested that a blog be developed for the MHRC and updates should occur weekly
- Material can be gathered from MHRC member and be archived for sharing
- S. Iqbal commented that Dr. G. Wells from Uoff is commonly on TV around the time of the Olympics offering a science translation about athletes and performance
- Is there a Media Relations department at York that could facilitate TV spots?
- This would promote exposure of the MHRC
- This may be especially relevant with the Pan Am Games coming to York and the upcoming Olympics in the winter
- Dr. Birot commented that he thinks Facebook is still an avenue that should be explored as it can reach out to a broad audience
- Grad students could volunteer to maintain the site
- Posts could request donations, advertise continuing education, link to the blog
- Social Media should be explored – agreed by all members

## 6. Knowledge Translation

- Dr. Hood remarked that the KmB wanted short video spots made of different members (faculty and students) that could be posted on YouTube
- It was also suggested that videos could be made that are health-related, of general interest, or that discuss the science behind muscle. With the Olympics coming, we could create videos about themed topics that are an MHRC production
- Dr. Tsushima suggested that Fine Arts students are usually looking for projects and they could be a source
- The videos would be a good way to get students engaged (grad students discussing their research)
- Dr. Hood remarked that a further way to promote the MHRC is to work with the Advancement Office
- He requested lay summaries of grants from the committee and he will be asking for the same at the GMM

## 7. Grants

- A CFI NOI will be submitted on Friday
- Dr. Ceddia asked if the document could be sent out to the participating members
- Dr. Hood agreed

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## **8. New Positions**

- Two new positions (see agenda) are being advertised (1 in biology, 1 in KAHS) and the research areas are tied to the MHRC

## **9. Vision Statement**

- Vision statement needs to be created (see agenda) for public awareness
- Dr. Ceddia suggested something less technical
- Who is the vision statement for? (broad/public/donors)
- Ideas were suggested and more feedback will be requested at the GMM