

2021 Partnership Update Hamilton-Oshawa Port Authority (HOPA Ports) and Brock University

On January 22, 2020, HOPA Ports and Brock University signed a Memorandum of Understanding (MOU) to solidify their collaborative partnership to enhance the life and vitality of the region. Both organizations are committed to working together to produce mutually beneficial outcomes that will strengthen the future of Niagara's economy. The agreement will see Brock and HOPA Ports provide experiential learning opportunities, including co-op placements, and to pursue research collaborations that support marine and industry needs. This collaboration further enhances Brock's ongoing commitments to community engagement, knowledge mobilization, experiential learning and building mutually beneficial partnerships that support Niagara's social and economic development.

Projects and Initiatives in 2021

HOPA Ports and Brock University worked together on several successful collaborations in 2021. Initiatives included:

Research

In November 2020 students in the Goodman School of Business' Brock Marketing Association prepared a marketing analysis and strategy for HOPA Ports' management of Harbour West Marina. By conducting a situational analysis, competitor analysis, and a marketing strategy, students were able to utilize the tools they learned in the classroom to address challenges and opportunities in a business environment.

Student Experiential Learning

Student experiential learning provides unique opportunities for students to gain real world experience as part of their studies. The partnership between HOPA Ports and Brock University provides opportunities for students to apply their skills in an industry that plays a critically important role in Niagara's economy. In 2021:

- HOPA Ports acted as the community partner for course MBAB 5P04 - Organizational Behaviour & Design, providing important experiential educational opportunities for 117 students.
- HOPA Ports provided a co-op placement for a student completing their Master of Business Administration in the Goodman School of Business. Working as a Marketing & Communications Assistant, the student was responsible for managing the organization's social media accounts, developing a marketing strategy for HOPA's real estate team, and developing a web page for Harbour West Marina.

Other Partnership Activities

Based on the commitments outlined in the MOU, HOPA Ports and Brock University continually look for ways to support and collaborate with one another. To that end, in 2021 HOPA Ports

supported Brock University's Micro-Credentials Challenge Fund application by providing a letter of support.

Upcoming Projects and Initiatives in 2022

Brock University and HOPA Ports will continue to work closely together in 2022. One of these upcoming initiatives is mapping out HOPA Ports' Niagara real estate portfolio through Professor John Bonnett from the Centre for Digital Humanities' 3D modeling work with the objective of recreating and visualizing historical spaces that can be shared with the Niagara community.

2022 presents an exciting chance to deepen the partnership between Brock University and HOPA Ports as prospective programs, student experiential learning opportunities and initiatives will continue to be explored.