

As the Ontario economy grows, new businesses emerge. In response to this growth, the Research Department connected CSMB-TV with faculty member Bernie Monette, and student Joanna Komalla, in the School of Media Studies and Information Technology to develop SMB Pulse: an on-demand information netcasting network for Canadian SMBs and entrepreneurs.

CSMB-TV approached Humber in 2012 with a concept. Adam Johnston, Product & Corporate Development Manager, says “we had an idea about how we wanted our business to run...but we didn’t have a great understanding of the necessary steps.” In turn, Humber has provided the faculty expertise, connections for financial assistance and coordination needed to get the project started.

According to Johnston, the partnership was a “no-brainer” for anyone trying to get their business off the ground. CSMB-TV

***“We can see the value for each member so clearly- it’s a win for everybody!”***  
**- Adam Johnston**

has many other ideas they hope to bring to fruition, and look forward to creating a long term relationship with Humber in order to do so.

Bernie Monette, the lead faculty member for the SMB Pulse Project, agrees that forging a long term relationship is beneficial to provide ongoing learning opportunities to students. Research is a relatively new concept at Humber. For faculty members who are invested in the advancement of the research capacity at Humber –and the real-world opportunities applied research provides the students– the partnership with CSMB-TV has been very successful. There is a lot of sweat-equity that goes into an applied research project for faculty members, says Monette, but it is an important part of the learning curve.

Joanna Komalla, the lead student, became involved with this project as an opportunity to learn more practical aspects of Web Design, and to become more eligible for a competitive internship as part of her program. In applied research projects, the students at Humber get to use their access to innovative technology and faculty expertise to integrate themselves into their field of study. The students themselves gain the rare opportunity to engage in a project with the potential for huge expansion in its initial stages of development.

***“What I really liked was being able to practice talking with new clients... it’s nice to know the business side of things.”***  
**- Joanna Komalla**

Komalla finds that her work with SMB Pulse has given her the opportunity to work in settings she had not anticipated- doing things that were not always available in such depth in the classroom. While Komalla has always been interested in the “nitty gritty” parts of programming, she found the most valuable part of this project was the opportunity to converse with clients. An area she previously felt less confident in, Komalla was very happy to gain experience in the business side of the web programming industry.

More than just having the website up and running, Adam Johnston says the partnership with Bernie, Joanna, and Humber Research has been invaluable in providing the structure necessary for growth. In anticipation of continued partnership with Humber, Adam says, “we can see the value for each member so clearly- it’s a win for everybody.”

The SMB Pulse platform is currently under development.

### **Message from the Dean**

As Dean of the Research Office, it’s my job to make sure that each school receives the support that it needs to realize its vision for research in the school. Most research projects begin with an industry partner who has a question or problem to solve. As part of the Teaching and Learning enterprise, applied research provides an opportunity for faculty and students, working together, to solve problems by integrating the innovative use of existing technology. Many of these projects can fit in with current curriculum, including capstone projects. These projects are usually supported by funding from provincial and federal government agencies. Individual researchers can also find support and guidance for their research interests. Funds such as the Staff Initiated Research Fund offer financial support for these projects. The Innovation Humber Incubator is available for any student entrepreneur who seeks help with their venture. I look forward to working with many of you in the coming months to create a robust, sustainable research program that serves student learning needs and faculty interests. - Patricia Morgan

# Meet the Research Team!

Our small and dedicated team provides the behind-the-scenes management and facilitation of research projects being executed at Humber both in the classroom, and in collaboration with industries across Ontario. We are here to provide the guidance and framework necessary to help you get your research idea developed, approved, funded, and underway.



## Patricia Morgan, Dean of Research

After completing a PhD at York University, Patricia transitioned into teaching at the college level. As the Associate Dean for GAS and Math, Patricia learned more about Humber's expectations. Patricia looks forward to working with all schools at Humber; integrating research into curriculum; and creating meaningful opportunities for students, faculty, staff, and administrators.

## Laura Keating, Research Facilitator

Laura manages internally funded SIRF (Staff Initiated Research Fund) projects, and helps faculty enhance student learning by incorporating applied research into their curriculum. Laura also runs the IHI, a program funded by the Ontario Centres of Excellence which helps students realize their entrepreneurial aspirations. Laura has a Masters in Medical Science and brings 15 years of clinical research experience to the Research Office.



## Krista Holmes, Research Coordinator

Krista joined the Humber Research Office in December 2011. As Research Coordinator, Krista manages funded research projects with industry partners, works with faculty members to develop their research ideas, and administers the Research Ethics Board. Krista is currently pursuing a Ph.D. in Education at the University of Toronto (OISE).

## Vicki Samson-McCann, Business Manager

Vicki is a life-long entrepreneur. After training in New York she enjoyed a successful career as Operations Director in the beauty products and service industry, and later as a business owner /partner in a product development company obtaining trademarks, copyrights and an industrial design. Vicki created, designed, and trademarked the phrase "Success Lives Here" which is displayed throughout campus. Vicki manages events and finances.



## Crystal Danielle Gellizeau, Program Assistant, IHI

Crystal is a recent graduate of the Human Resources Management Program at Humber. Since February 2012, Crystal has worked closely with Laura Keating on the activities of the IHI, and provides support to the New Venture Seed Fund winners. When she is not busy with IHI, Crystal manages the research assistants, and organizes events in the Research Office.

## Claire Ferguson, Project Management Assistant

Claire joined the Research Office at Humber in October 2012. She recently graduated from Queen's University after spending an interim year travelling in India and Nepal. At Humber, Claire supports the day-to-management of various projects in the Research Office: from progress reports and assisting in grant applications, to connecting with industry partners.



## Our Invaluable Research Assistants

Michael Christopher is a 3rd Year film student. Michael is a fan of the Film Noir genre and documentaries that explore the human nature, and uses his expertise to help with media and promotions in the Research Office.



James Slifierz is a third-year student at Humber College pursuing a Bachelor of Commerce in e-Business Marketing. He has a deep interest in technology and the startup community, making him a valuable resource for the Innovation Humber Incubator.



Stacey Seto is in her first year of Paralegal Studies at Humber after completing a BAH at Queen's University. Stacey is excited to be able to use the skills she learns at work for the advancement of her program: "I finally feel like I'm doing something with a purpose."

John Greenhow is a second year honours student in Sustainable Energy and Building Technology. As a member of the research team, he provides support on projects related to energy conservation, renewable energy technology, and sustainability initiatives.



## HOW TO GET INVOLVED!

**SIRF Deadline: Feb 25**  
**(Staff Initiated Research Fund)**

**CONII PAC Deadline:**  
**February 12, 2013**

**Monthly "Get To Know Us"**  
**Research Workshops**

**Friendly Fire Competition:**  
**March 9, 2013**



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For information on events, funding and deadlines

please visit [www.humber.ca/research](http://www.humber.ca/research)



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