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MEMORANDUM

ATTENTION Senate **DATE** March 24, 2010
FROM Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1
RE: Faculty of Arts and Social Sciences: Centre for the Study of Public Opinion and Political Representation (SCUP 10-29)

At its March 24, 2010 meeting SCUP reviewed and approved the proposal for the creation of the Centre for the Study of Public Opinion and Political Representation as a Research Centre based in the Faculty of Arts and Social Sciences.

Motion

That Senate approve and recommend to the Board of Governors the creation of the Centre for the Study of Public Opinion and Political Representation within the Faculty of Arts and Social Sciences for a five year term.

encl.

c: D. Laycock

OFFICE OF THE VICE-PRESIDENT, RESEARCH

B. Mario Pinto, PhD

Vice-President, Research
Professor of Chemistry

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**ATTENTION Sarah Dench, Secretary
Senate Committee on University Planning (SCUP)**

FROM B. Mario Pinto, Vice-President, Research

RE Centre for the Study of Public Opinion and Political Representations

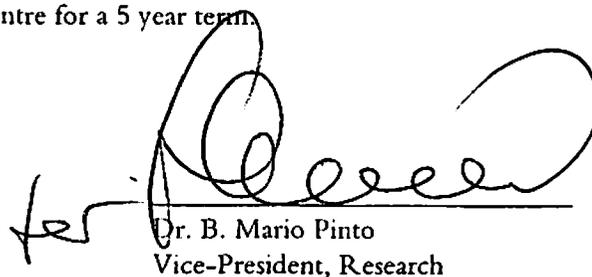
DATE March 11, 2010

Attached is a proposal from Dr. D. Laycock, for the establishment of the Centre for the Study of Public Opinion and Political Representation.

I recommend approval as a research Centre according to Policy 40.01. Once approved by SCUP the proposal should be sent to Senate and the Board of Governors for information.

Motion:

That SCUP approves the "Centre for the Study of Public Opinion and Political Representation" as a Research Centre for a 5 year term.



Dr. B. Mario Pinto
Vice-President, Research

Attachment

C: Dr. P. McFetridge, Associate Dean of Arts and Social Sciences
Dr. D. Laycock, Political Science



MEMO

Paul McFetridge
Associate Dean
Arts and Social Sciences

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ATTENTION Dr. Jon Driver, Vice-President Academic
FROM Paul McFetridge

RE Proposal for Centre for the Study of Public Opinion and
Political Representation

DATE January 27, 2010 TIME 1:31 PM

I am attaching a proposal from Dr. David Laycock of the Department of Political Science for a new Centre for the Study of Public Opinion and Political Representation. In his accompanying memo, Dr. Laycock provides the rationale for the new Centre. It will provide a locus for an active group of researchers in quantitative studies and a point of reference for those in the community interested in this area of political research. The Office of the Dean of the Faculty of Arts and Social Science supports this new initiative.

Professor David Laycock

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Dr. Paul McFetridge,
Associate Dean, FASS
Simon Fraser University

Dr. Jon Driver,
Vice-President Academic,
Simon Fraser University

Dr. Mario Pinto,
Vice-President Research,
Simon Fraser University

Dear Paul, Jon and Mario,

I am writing to provide you with some context for the application I submitted earlier today to Paul with respect to creation of a new "Centre for the Study of Public Opinion and Political Representation" at SFU. For your convenience, I have attached an electronic copy of this application,

Several motivations lie behind this initiative. The first is our department's good fortune in having young colleagues with tremendous expertise and wide-ranging, well-funded research agendas in the study of public opinion and political representation, both with respect to Canada and a host of other [primarily OECD] countries. Here I am referring to Mark Pickup, Eline de Rooij, Steven Weldon, Genevieve Fuji Johnson and Jean-Francois Godbout [now a faculty member at McGill, who plans to remain closely connected to a variety of our projects and to our young colleagues]. These young colleagues build on what was already a substantial collection of senior colleagues in Political Science with interests in

either or both of public opinion or political representation: Andrew Heard, Paul Warwick, Lynda Erickson [now Emeritus, but still active in a SSHRC project], Patrick Smith and me. The proposed Centre will be an active force in bringing together all of these colleagues in collaborative projects, often extending well beyond SFU, as the application indicates.

A second and related motivation for the Centre's creation is the success of the above-noted colleagues in obtaining major and 'standard' external grant funds for our research. We have been very successful with SSHRC in the last few years, and have excellent prospects for future success, give the impressive publication records of all concerned. We have also obtained major multi-year grant monies for collaborative research projects, from not just the SSHRC, but also from Genome BC and Genome Canada, and recently from Elections Canada for Dr. Pickup's participation in the Canadian Election Study. This is the highest-profile collaborative research project in the Canadian Political Science community. The CES has been conducted by a team of researchers for every federal election since 1962, and is now funded for \$850,000 over the next two elections. With these and other substantial external research funds [eg., over \$600,000 from Genome BC and Genome Canada], Centre members will be able to hire large numbers of graduate students as RAs. We'll do a great deal to provide a variety of activities and services – colloquia, visiting scholars, working paper series, conference paper experiences, among others – of great value to these graduate students. These colloquia, conference and paper series will also bring considerable positive attention to SFU.

A third motivation for the Centre is our desire to bring together colleagues from a variety of academic units in FASS – the Public Policy Program, International Studies, Women's Studies, Urban Studies, and Political Science – who share or have clearly complementary research interests. As you can see from the provisional list of such colleagues in our application, we are starting with a

modest inter-disciplinary group, but fully intend to extend it as the Centre finds its footing.

A fourth motivation stems from our visit by Dr. Hans-Dieter Klingemann in 2008-09 as the Canada Council's Diefenbaker Visiting Professor in Political Science. As you know, we were fortunate to win the national competition for the sole Diefenbaker Award that year by recruiting and presenting Dr. Klingemann's application. While Dr. Klingemann was here, we came to understand that attracting other top-flight international political science scholars to SFU as visitors would not be particularly difficult. And Dr. Klingemann assured us that our department would be an especially attractive sabbatical home for many scholars studying public opinion or political representation, given the strong concentration of high-profile and high-performing young colleagues, and more established colleagues, that we have in these areas. Our Centre will provide an attractive institutional home for such visiting scholars, especially insofar as it conducts the range of activities we propose, and maintains affiliate memberships for external colleagues such as Dr. Klingemann [who is keen to return to SFU!], Dr. Godbout, and non-academic practitioners like Angus Reid.

The final motivation for the Centre's creation that I'll note at this time concerns Angus Reid. While I was department Chair, I worked to build strong connections between our department and Angus Reid Strategies, a major international public opinion firm headquartered in downtown Vancouver. Dr. Reid has sought strong links to a local university over the past decade, with previous but ultimately unsuccessful approaches to both UBC and SFU. I've known Angus for much of the last decade, so last year I brought Angus together with five of our young colleagues. Angus and his senior colleagues were greatly impressed by Dr. Pickup, Dr. de Rooij, Dr. Weldon, Dr. Godbout and Dr. Chinard. Among other things, he is keen to involve these colleagues as occasional advisors on some of his firms' initiatives, and intends to hire SFU graduates who have been trained by Dr. Pickup, Dr. de Rooij, Dr. Weldon and others here. Angus is convinced that we

provide some of the best training in quantitative political analysis in the country. And Dr. Reid's firm has assisted with two national surveys for the Genome BC/Genome Canada research projects, so we've built a professional relationship with him. I know from speaking to Angus that he would like to support our new Centre in a variety of ways, including – when the economy improves – bursaries for visiting fellows, or post-docs, or graduate students. Our Centre, then, will provide an attractive point of contact through which Dr. Reid can provide direct and indirect support to SFU. And I suspect that it will become an important magnet for other non-academic [as well as academic] forms of external support for our research.

In closing, I should note that we do not anticipate that SFU will provide anything other than 'in-kind' resources in support of the Centre. Administrative expenses incurred for part-time administrative assistants will be covered from external grant or other sources. We do not intend to offer courses or anything else that would require semesterly financial transfers from FASS or the senior administration. All we'll need is two offices [one for visiting fellows, and one for post-doctoral fellows or advanced PhD research assistants], very occasional administrative support from Political Science office staff, a continuation of standard service support from the V-P Research office, and the standard extension of library and computer privileges to our visitors.

I'll be happy to meet with any of you to discuss prospects for this new "Centre for the Study of Public Opinion and Political Representation" at SFU. Should there be any questions that I can address briefly by e-mail, please don't hesitate to contact me at laycock@sfu.ca.

Sincerely,

A handwritten signature in black ink that reads "David Laycock". The signature is written in a cursive, flowing style.

David Laycock

**Simon Fraser University
Centre for the Study of Public Opinion
and Political Representation**

The name of this unit is the "Centre for the Study of Public Opinion and Political Representation."

I. Purpose

This new Centre at SFU will support social science research into matters of public opinion and political representation, with regional, national and comparative international objects of study. The major initial research themes will include:

- Elections, political parties and public opinion: Canadian and Comparative perspectives
- Changing dynamics and challenges in representation and deliberation in civil society and the broader political community
- Interactions between public opinion, interest mobilization and public policy

To support the Centre's mandate, a variety of activities are planned from the outset:

- One inter-university conference per year
- Financial support for, and supervision of, Graduate research assistantships associated with Centre research projects
- Faculty and graduate student exchanges, particularly with affiliated research centres
- Visiting Fellow position
 - Our first Visiting Fellow will be Dr. Francois Petry, Professor, Département de science politique, and Director, Le Centre d'analyse des politiques publiques, Laval University [September 2010 - August 2011].
- Post-doctoral fellowships, funded through external grants
- Website
- Participation by Centre members in ongoing and prospective collaborative research projects, including:
 - Genome BC and Genome Canada-funded projects on the Canadian wine industry [David Laycock, Michael Howlett, Anil Hira and Steven Weldon]
 - "The Canadian Cooperative Campaign Analysis Project" [Mark Pickup, in conjunction with the Polling Observatory and Department of Politics and International Relations, Oxford University]
 - "The Canadian Election Study" [Mark Pickup, in conjunction with Patrick Fournier (U de Montréal, Fred Cutler (UBC), Stuart Soroka (McGill), Dietlind Stolle (McGill), Daniel Rubenson (Ryerson), Peter Lowen (U of Toronto), Amanda Bittner (MUN), Scott Matthews (Queen's), and Allison Harell (U of Connecticut). \$850,000 funding

for this project through at least the next two federal elections, from SSHRC and Elections Canada.

- "Canadian Social Democracy and the Fourth Party System" [SSHRC standard grant, David Laycock, Lynda Erickson and Steven Weldon]
- "Federalism and representation in the European Union and Canada" [Michael Howlett, David Laycock and Steven Weldon, with John Eric Fossum, Research Director, ARENA, Oslo, as part of ARENA's 'Transformation and Sustainability of the European Political Order' research project. See <http://www.arena.uio.no/about/coreareas/coreareas08-11.xml>]
- "European Integration and Multiculturalism" [Steven Weldon with Hans-Dieter Klingemann, Berlin Social Science Research Centre]
- "The Role of the Centre in Democratic Politics: Re-Assessing the 'Median Mandate' " [SSHRC Standard Grant, Paul Warwick]
- "How Published Campaign Polls Affect Elections from a Comparative Perspective" [SSHRC standard grant, Mark Pickup with Fred Cutler, UBC, and Scott Matthews, Queen's University]

After several years of operation, in addition to new externally funded research projects, involving Genome BC, Genome Canada and SSHRC, among others, we will be featuring the following additional activities:

- Speaker series
- Visiting Fellows
- Public forums
- Working paper series

The Centre will establish a range of formalized and informal national and international collaborations. These will assist its members' efforts to undertake and publish results from state of the art investigations into a wide range of contemporary issue areas, electoral and civil society site of political representation. Initial research liaisons will be established with:

- Le Centre d'analyse des politiques publiques, Laval University
- La Chaire de recherche du Canada en études électorales, Université de Montréal
- The Centre for the Study of Democratic Institutions, University of British Columbia
- The Center for the Study of Democracy, University of California, Irvine
- The Centre for European Studies [ARENA], University of Oslo
- The Wissenschaftszentrum Berlin für Sozialforschung (Social Science Research Center Berlin)
- Faculty of Social Sciences, Politics and Economics, Université Libre de Bruxelles
- The Polling Observatory, Oxford University

The Centre also intends to build on the working relationship already established in Genome BC and Genome-Canada projects with Vancouver-based Angus Reid Strategies. This should lead to employment opportunities for graduate students associated with the Centre, as well as some financial support by Angus Reid Strategies for Centre activities.

II. Membership

The Centre for the Study of Public Opinion and Political Representation will initially draw its membership primarily from SFU's Department of Political Science. Initial full members will include Political Science faculty Kina Chenard, Laurent Dobuzinskis, Lynda Erickson, Andrew Heard, Anil Hira, Michael Howlett, Genevieve Fuji Johnson, David Laycock, Mark Pickup, Eline de Rooij, Paul Warwick and Steven Weldon.

We plan to ask a variety of other SFU faculty to participate as members, including Catherine Murray, Communications; Shane Gunster, Communications; Kennedy Stewart, Public Policy Programme; Douglas MacArthur, Public Policy Programme; Tamir Moustafa, School of International Studies; Jeffrey Checkel, School of International Studies; and, Lara Nettelfield, School of International Studies.

We will include all interested graduate students, especially those working with faculty members on Centre-sponsored projects, as affiliate members and active participants in Centre activities. We will seek additional full members in SFU's School of Communications, the Public Policy Program, the School of International Studies, and the Department of Sociology and Anthropology. And we will encourage affiliate membership by non-academics who work professionally in the areas of public opinion research, political communication, political party and NGO activity, and government policy analysis and development.

The Centre will also provide a variety of external scholars with 'research associate' member status, to encourage their collaboration and visits.

III. Governance

1. The Centre for the Study of Public Opinion and Political Representation will be within the administrative purview of the Dean of the Faculty of Arts and Social Sciences.

2. This Centre's governance will be undertaken by a Steering Committee for the Centre for the Study of Public Opinion and Political Representation.

3. Centre for the Study of Public Opinion and Political Representation policies will be established by majority vote among full members of the Centre.

4. This Centre's Director shall be selected by majority vote among members of Steering Committee for the Centre for the Study of Public Opinion and Political Representation.

5. New members of the Steering Committee shall be selected by a majority vote of the Committee, but to Approval by the Dean of the Faculty of Arts and Social Sciences.

6. Within two years of its creation, the Centre for the Study of Public Opinion and Political Representation will establish an Advisory Committee, allowing the Centre to benefit from the expertise and support of academics and non-academics with professional interests in the Centre's activities.

IV. Steering Committee for the Centre for the Study of Public Opinion and Political Representation

Provisional list:

Genevieve Fuji Johnson, Department of Political Science, SFU

David Laycock, Department of Political Science, SFU

Douglas MacArthur, Public Policy Programme, SFU

Catherine Murray, Women's Studies and Communications

Mark Pickup, Department of Political Science, SFU

Eline de Rooij, Department of Political Science, SFU

Paul Warwick, Department of Political Science and School of International Studies, SFU

Steven Weldon, Department of Political Science, SFU

V. Other Matters

1. The Director and Steering Committee of the Centre for the Study of Public Opinion and Political Representation will be responsible for administration of the Centre's funds and employment of any staff. This, and use of the Centre's name, will be undertaken in keeping with relevant University policies.

2. An annual report shall be prepared by the Director, approved by the Steering Committee, and submitted to the Dean, Faculty of Arts and Social Sciences.

3. Contracts and grants involving the Centre shall be administered consistent with the relevant SFU policies and procedures.

4. Project funding for research conducted under the auspices of this Centre has been and will be obtained through external grant competitions. Exceptions to this rule will involve provision of 'in kind' resources by SFU, such as office space and access to library and computer facilities for visiting faculty and post-doctoral associates of the Centre.

5. The University will be recognized in all publications stemming from research projects conducted with Centre for the Study of Public Opinion and Political Representation sponsorship or support.