



CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

Academic Institution Member

CRIC's Academic Institution Membership offers you the opportunity to promote the visibility of your research, analytics and insights programmes to leading employers and brands in the industry. Your membership will also include CRIC support to your management, faculty / staff and students as you prepare the next generation of research, analytics and insights professionals in meeting the industry's highest standards and best practices.

Current CRIC Academic Member Institutions include **Algonquin College, Bishop's University, Carleton University, Centennial College, George Brown College, Georgian College, Humber College, University of Alberta**, and this list is growing! You do not have to be based in Canada to apply for and earn the benefits of CRIC membership.

Your \$500 annual membership as a CRIC academic institution includes the following benefits:

- Your institution will be listed in the CRIC membership directory
- Your program will automatically be prioritized for CAIP accreditation with the industry certification body in line with its Competency Framework, making your students and alumni eligible to earn their industry credentials (CAIP designation).
- All staff and students are included in your institution's membership and can benefit from reduced fees on all CRIC events including co-op and career fairs, and training/ courses from Market Research Institute International (MRII) and the University of Georgia
- CRIC will provide staff and industry leaders to present at classes or career related events
- CRIC will help to identify industry leaders to present at and participate on your program advisory committees as required
- Your students will be eligible and encouraged to participate in upcoming CRIC and CAIP Canada competitions to raise their global and national profile including:
 - **Research Got Talent (RGT)** offered by CRIC and CAIP in partnership with ESOMAR targeted at all young professionals between the ages of 18-35 years, aimed at testing their ability to solve research problems innovatively for client charities on a hypothetical but shoe-string budget (\$30,000) with some fieldwork assistance available from CRIC member sponsors.
 - **Canada's Top Insights Student (CTIS)** targeted at students of CRIC academic institutions only, aimed at testing their ability to create a compelling research proposal in answer to a problem. 2022's competition theme will be in line with solving for the UN's sustainability development goals.
- Students and staff will be invited to participate in CRIC and CAIP Canada's exciting lineup of virtual professional development programs (e.g., webinars, publications, etc.)
- Student projects and profiles will be widely promoted on CRIC and CAIP industry-facing publications
- Opportunities for program student ambassadors to volunteer at CRIC, ESOMAR, UGA/MRII conferences/events virtual and in-person where needed

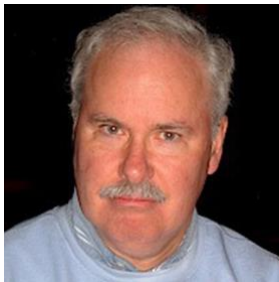
- Students and staff can register their primary research projects involving Canadians with the CRIC Research Verification Service (RVS) for free to distinguish their projects as legitimate. There are currently 1000 active research projects in the RVS.
- An opportunity to serve on the Academic Partners, Students and Youth Engagement Committee to network with other academic leaders and industry professionals on opportunities and initiatives to benefit your teams and students
- CRIC will promote co-op/internship and career opportunities with its members on its career page and in newsletters. CRIC's career page is located here: <https://www.canadianresearchinsightscouncil.ca/foresight/careers-and-opportunities/>
- To apply for the CRIC academic institution membership, please visit the following link: <https://www.canadianresearchinsightscouncil.ca/joincric/research-institute/academic-institution/>

For more information about CRIC academic institution membership and to discuss opportunities for your institution and all its research, analytics and insights programme/s, please e-mail Arundati@canadianresearchinsightscouncil.ca or Arundati@caip-paim.ca.

Testimonials from CRIC Academic Partners

Carleton University: Scott Edward Bennett, Ph.D., CAIP

“CRIC’s academic membership for a post-secondary institution provides an invaluable bridge between academia and analytics practitioners. It is of particular importance to students who want to establish links with certification and practice in research, analytics and insights.”



Centennial College: Colleen Patterson, CAIP, Centennial College

“CRIC’s academic membership for Centennial College students has proven invaluable. CRIC has worked tirelessly to assist our students in keeping their finger-on-the-pulse of the Canadian and international research communities, always ensuring that they are on the leading-edge of everything research related. CRIC has been exceptionally supportive of our academic institution and as a result, our students have had considerable success in securing career opportunities in the research and analytics fields. Students are eager to join CRIC and work toward receiving the prestigious CAIP certification. CRIC is an exceptional partner and Centennial College looks forward to strengthening our relationship with them and CAIP.”



Bishop's University: Elisa Gagnon, Ph.D.

Being an academic member of CRIC offers opportunities to broaden the horizons of our students and faculty members. It gives our students the possibility to participate in different activities, competitions, and job fairs while gaining a better understanding of the market research and analytics fields, which are invaluable to our students.

