

## **CFREF Symposium 2025**

### **Session Notes for “No Stories Without Numbers and No Numbers Without Stories When Reporting On Knowledge Mobilization”**

**Led by Dr. David Phipps, Assistant Vice-President, Research Strategy & Impact, York University**

1. Don't measure impact. You can assess impact. Or you can use Research Impact Canada's tool to “collect and communicate the evidence of impact” available in [English](#) and [French](#).
2. impact should be planned from the beginning of a project/program and evidence of engagement and impact should be collected throughout the research to impact journey, not just at the end
3. Impact takes time and is created by industry making the products, government developing the policies or community organizations delivering social services. Collect the evidence of impact from your partners staying in touch with them over time
4. Collecting and communicating the evidence of impact is likely a role for professional staff not faculty researchers. We provide supports for filing and licensing patents. We need to provide supports for knowledge mobilization.
5. KMb Connects will be a quarterly call of CFREF programs hosted by York's Knowledge Mobilization Unit and Research Impact Canada.