

# **International approaches to how universities engage in their regions.... A case study for the UK**

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Funded by the Higher Education Funding Councils, Research Councils UK and The Wellcome Trust

# What's the problem?



Survey of factors  
affecting science  
communication  
by scientists  
and engineers

science  
commu  
ication

# The Beacons for Public Engagement

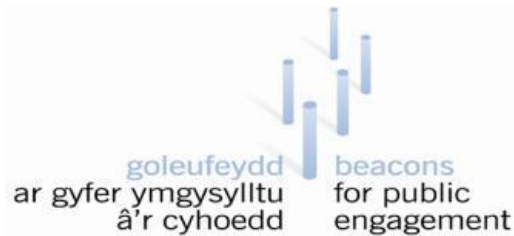
This initiative aims to create a culture within UK Higher Education **where public engagement is formalised and embedded** as a valued and recognised activity for staff at all levels, and for students.

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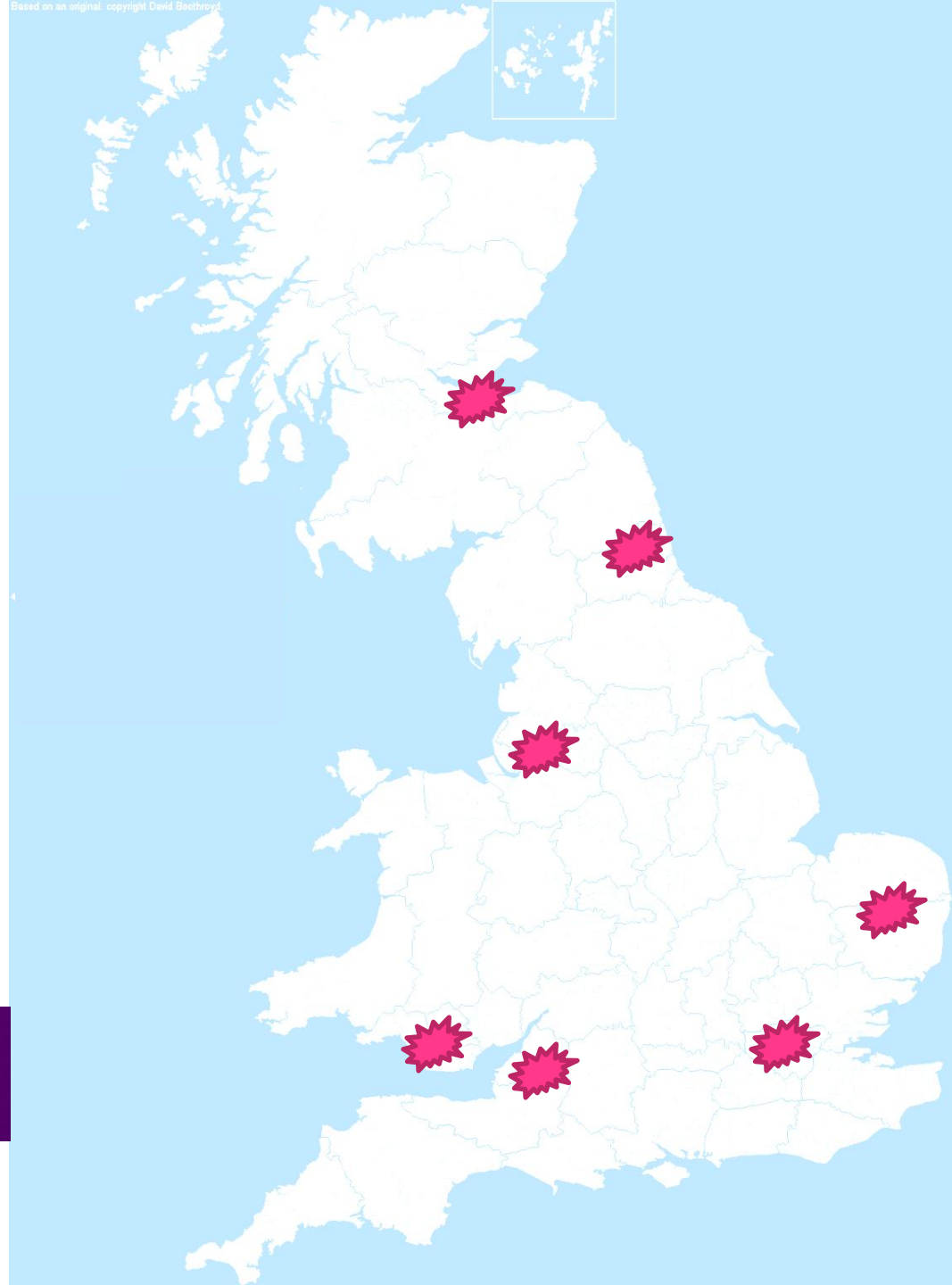




**Manchester Beacon**  
connecting people, place & knowledge



**PUBLIC  
ENGAGEMENT UNIT**



# Starting out...

# The importance of public engagement

*“It’s difficult to say because it almost comes into a different category because it is not part of my job description or one of the measures against which I think I will ever be measured...it’s more like deciding do I want to go for a run today? It’s something I enjoy and it’s important but I don’t really see it as a part of my paid job” (Senior Researcher)*

*CUE East baseline study*

KEY FINDINGS	RESPONSE
<b>84% involved, but lack of a shared understanding.</b>	Devise a 'working' <b>typology</b> .
<b>PE not as important as research and teaching</b> and for some, admin.	New <b>promotions criteria</b> links PE to teaching & research.
<b>Lack of strategic support</b>	New UEA <b>Corporate Plan</b> with Engagement a priority.
Very <b>little recording</b> happening & no institutional mechanism in place	' <b>Engagement Tracker</b> ' developed
PE is <b>not rewarded</b> in any formal way.	New <b>promotions criteria</b> and <b>individual awards</b> .
<b>Evaluation</b> of PE is minimal.	Advice to individuals & projects on evaluation.

# Definitions and evidence.....



Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public.

Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.

# Public engagement in practice

## **Inspiring**

*Inspiring, informing,  
involving*

## **Consulting**

*Actively listening to the public's  
views, concerns and insights*

## **Collaborating**

*Working in partnership to  
solve problems, drawing on  
each other's expertise*



**PUBLIC ENGAGEMENT  
WITH RESEARCH**

*Actively involving the  
public in the research  
activity of the institution*

**ENGAGED TEACHING**

*positively impacts on  
community & enhances  
students' engagement  
skills*

*The  
engaged  
university*

**KNOWLEDGE  
EXCHANGE &  
SHARING**

*two-way flow between  
university and wider  
society*

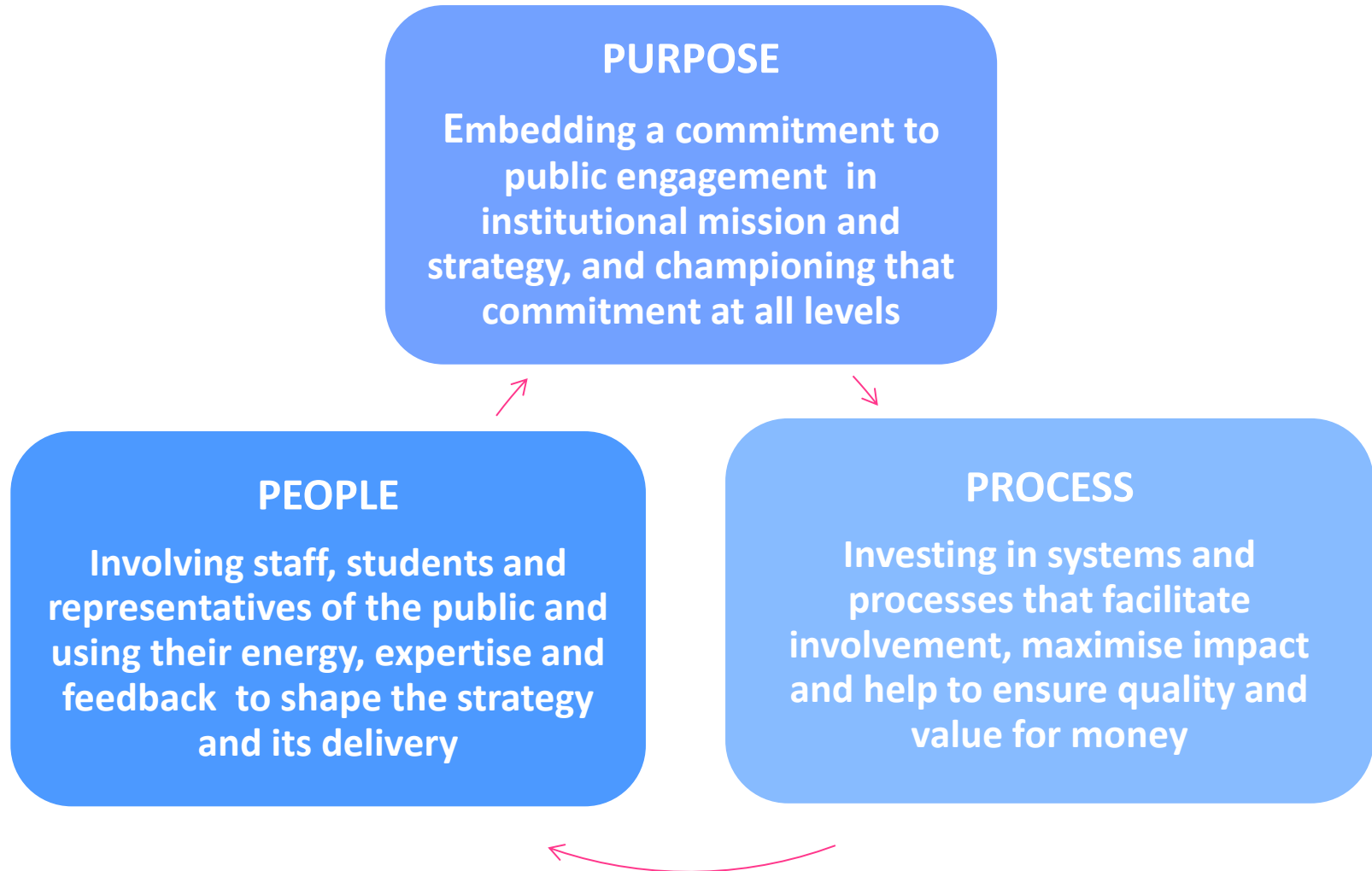
**SOCIAL**

**RESPONSIBILITY**

*Seeking to maximise the  
benefits that the  
institution can generate  
for the public*

# Embedding engagement...

# Focal points for embedding engagement



# A Manifesto for Change



We believe that universities and research institutes have a major responsibility to contribute to society through their public engagement, and that they have much to gain in return.

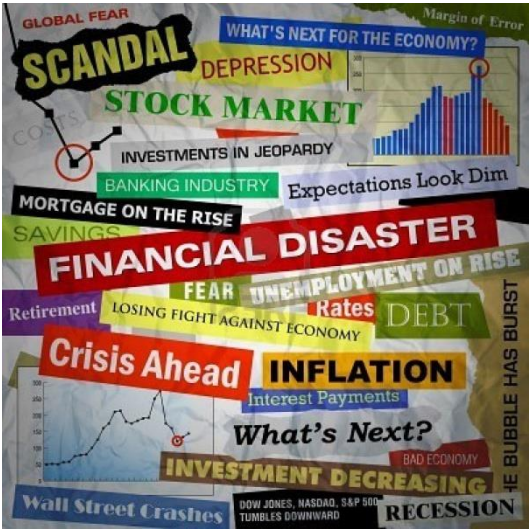
We are committed to sharing our knowledge, resources and skills with the public, and to listening to and learning from the expertise and insight of the different communities with which we engage.

We are committed to developing our approach to managing, supporting and delivering public engagement for the benefit of staff, students and the public, and to sharing what we learn about effective practice.

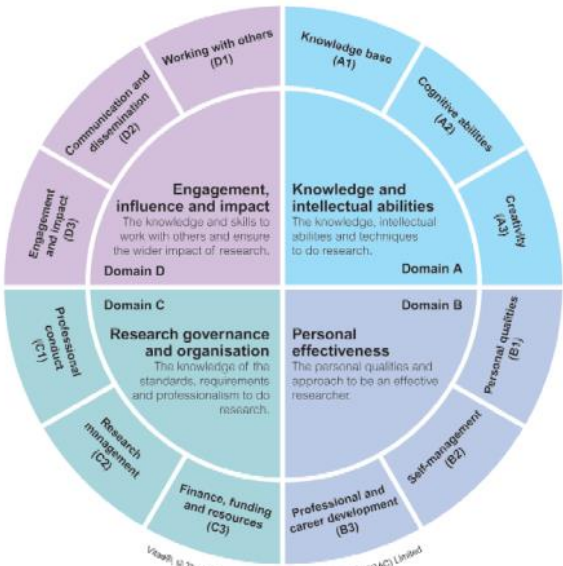
# Change agents

Concordat for  
Engaging the Public  
with Research

A se  
Resi



People



OFFA



# FUTURES FOR HIGHER EDUCATION ANALYSING TRENDS

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Universities UK

HIGHER  
EDUCATION:  
MEETING THE  
CHALLENGES  
OF THE 21<sup>ST</sup>  
CENTURY

‘UK HE currently faces a number of possible futures. The most positive of these would see the increasing integration of institutional interest with the wider public good, successfully negotiating a world of ever-increasing complexity and diversity, placing universities at the heart of economic and social advancement. ..’

**Find out what happens next at...**

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