

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

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What's the problem?



Survey of factors affecting science communication by scientists and engineers

science
communication

The Beacons for Public Engagement

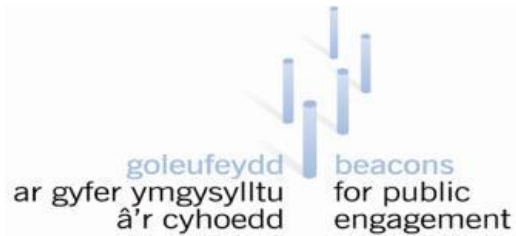
This initiative aims to create a culture within UK Higher Education **where public engagement is formalised and embedded** as a valued and recognised activity for staff at all levels, and for students.

Funded by the UK Funding Councils, Research Councils UK and the Wellcome Trust





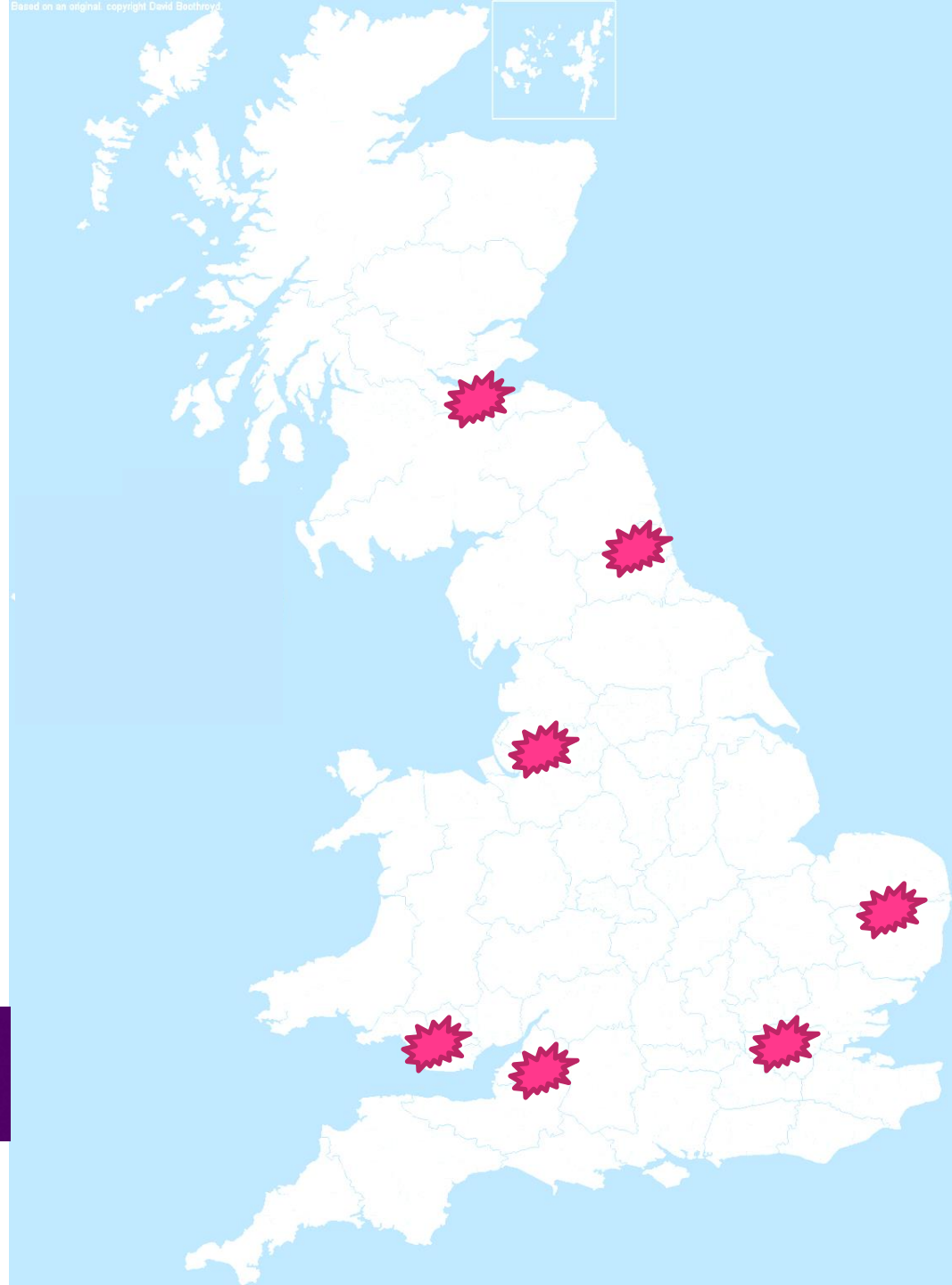
Manchester Beacon
connecting people, place & knowledge



**PUBLIC
ENGAGEMENT UNIT**



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

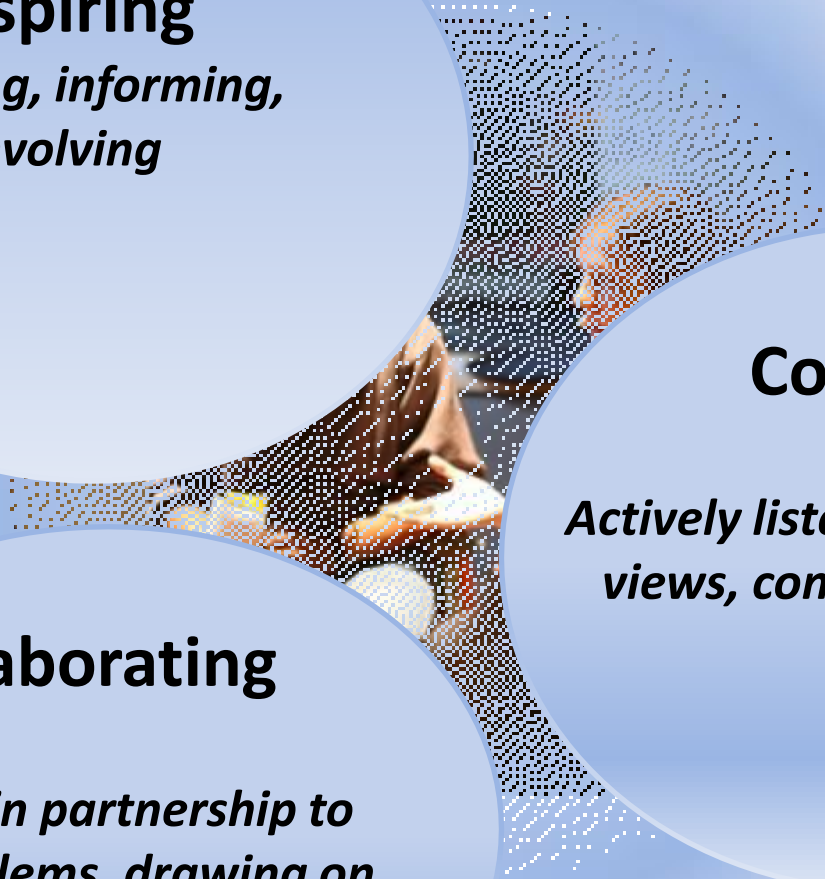
*Inspiring, informing,
involving*

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*

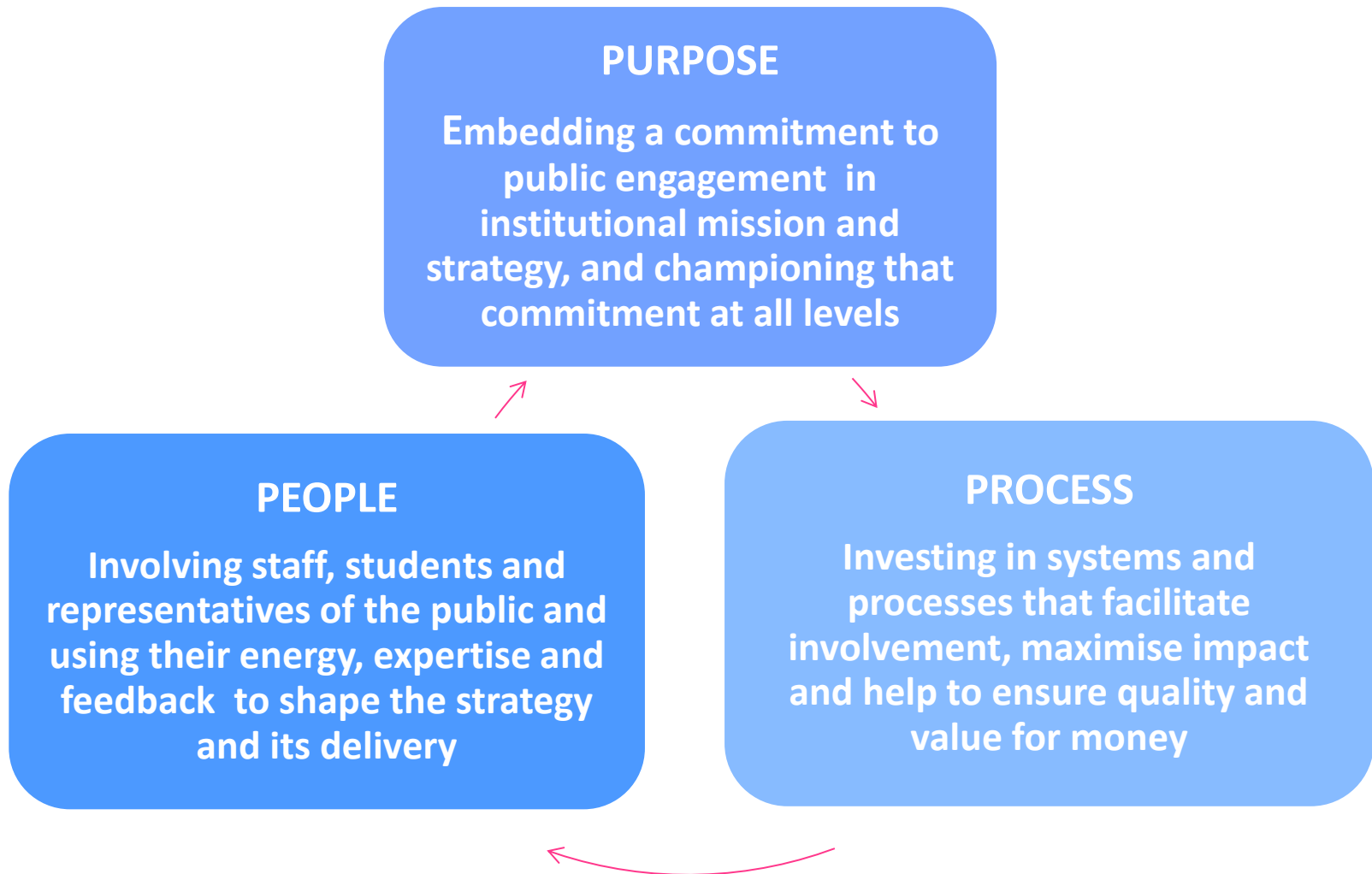
SOCIAL

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.

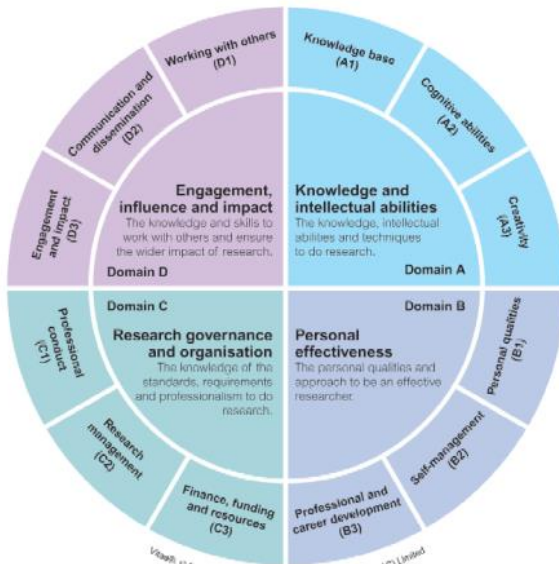
Change agents

Concordat for Engaging the Public with Research

A se Res



People



OFFA



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HIGHER
EDUCATION:
MEETING THE
CHALLENGES
OF THE 21ST
CENTURY



Universities UK

‘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...

www.publicengagement.ac.uk