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

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www.publicengagement.ac.uk
Funded by the Higher Education Funding Councils, Research Councils UK and The Wellcome Trust
What’s the problem?
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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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
<table>
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<tr>
<th>KEY FINDINGS</th>
<th>RESPONSE</th>
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<td><strong>84% involved, but lack of a shared understanding.</strong></td>
<td>Devise a ‘working’ typology.</td>
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<td><strong>PE not as important as research and teaching</strong> and for some, admin.</td>
<td>New promotions criteria links PE to teaching &amp; research.</td>
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<td><strong>Lack of strategic support</strong></td>
<td>New UEA Corporate Plan with Engagement a priority.</td>
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<td><strong>Very little recording</strong> happening &amp; no institutional mechanism in place</td>
<td>‘Engagement Tracker’ developed</td>
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<td><strong>PE is not rewarded</strong> in any formal way.</td>
<td>New promotions criteria and individual awards.</td>
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<td><strong>Evaluation of PE is minimal.</strong></td>
<td>Advice to individuals &amp; projects on evaluation.</td>
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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

Knowledge Exchange & Sharing
Two-way flow between university and wider society

Engaged Teaching
Positively impacts on community & enhances students’ engagement skills

Social Responsibility
Seeking to maximise the benefits that the institution can generate for the public

The engaged university
Embedding engagement...
Focal points for embedding engagement

**PURPOSE**
Embedding a commitment to public engagement in institutional mission and strategy, and championing that commitment at all levels.

**PEOPLE**
Involving staff, students and representatives of the public and using their energy, expertise and feedback to shape the strategy and its delivery.

**PROCESS**
Investing in systems and processes that facilitate involvement, maximise impact and help to ensure quality and value for money.
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

REF 2014 Research Excellence Framework

OFFA

People
‘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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