

# **Changing with the times**

**Promoting meaningful collaboration  
between universities and  
community partners**

Sophie Duncan

# DEFINING THE TERRITORY

Making sense of the engagement landscape in the UK: Perspectives from the National Co-ordinating Centre for Public Engagement

[www.publicengagement.ac.uk](http://www.publicengagement.ac.uk)



## What is public engagement?

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.

## Different purposes...

### ***INFORMING***

*Inspiring, informing,  
involving*

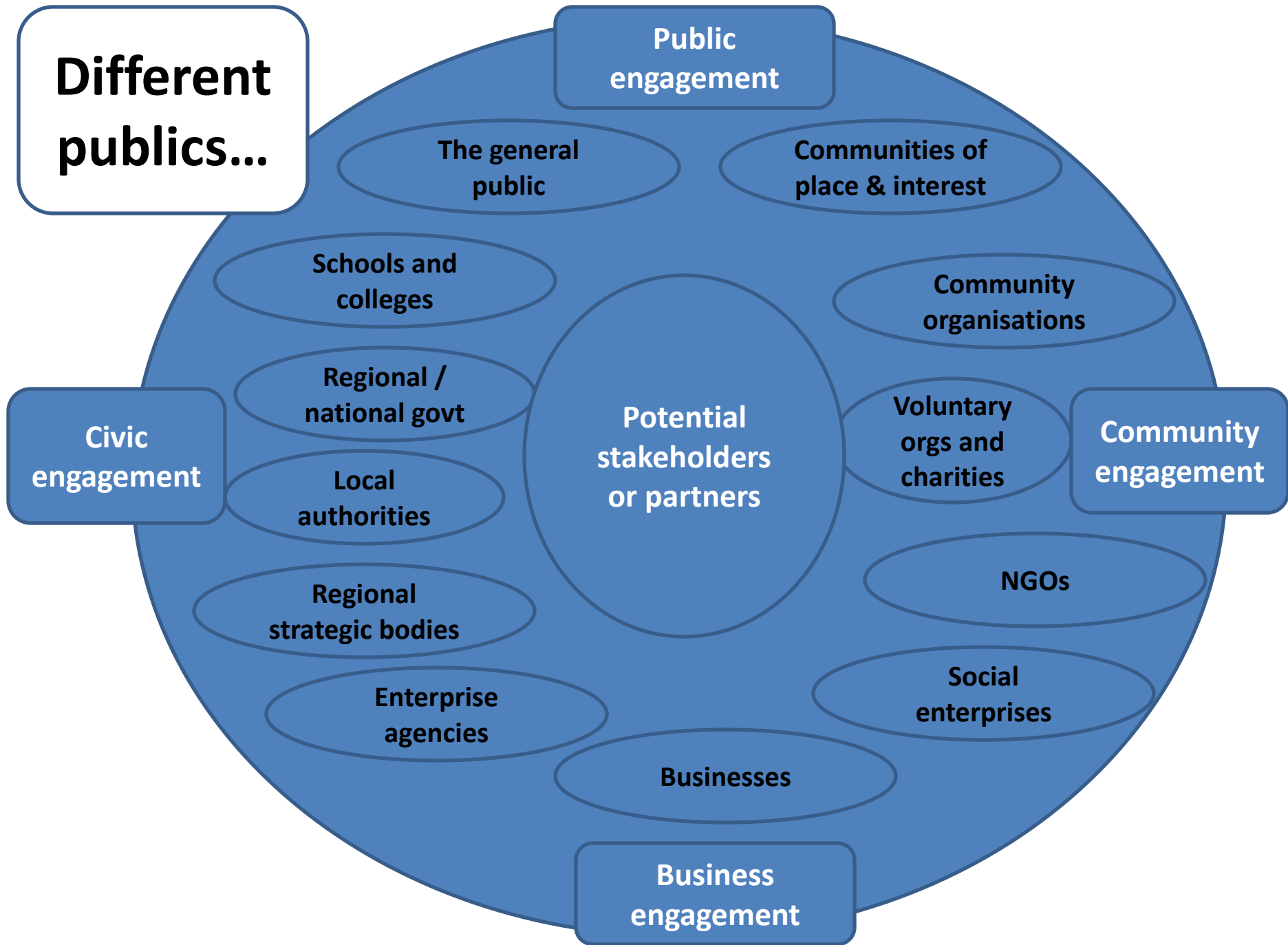
### ***CONSULTING***

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

### ***COLLABORATING***

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

# Different publics...



**PUBLIC ENGAGEMENT  
WITH RESEARCH**

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

**ENGAGED TEACHING**

*Developing teaching  
activities which positively  
impact on the community,  
and enhance students'  
engagement skills*

***The engaged  
university***

**KNOWLEDGE**

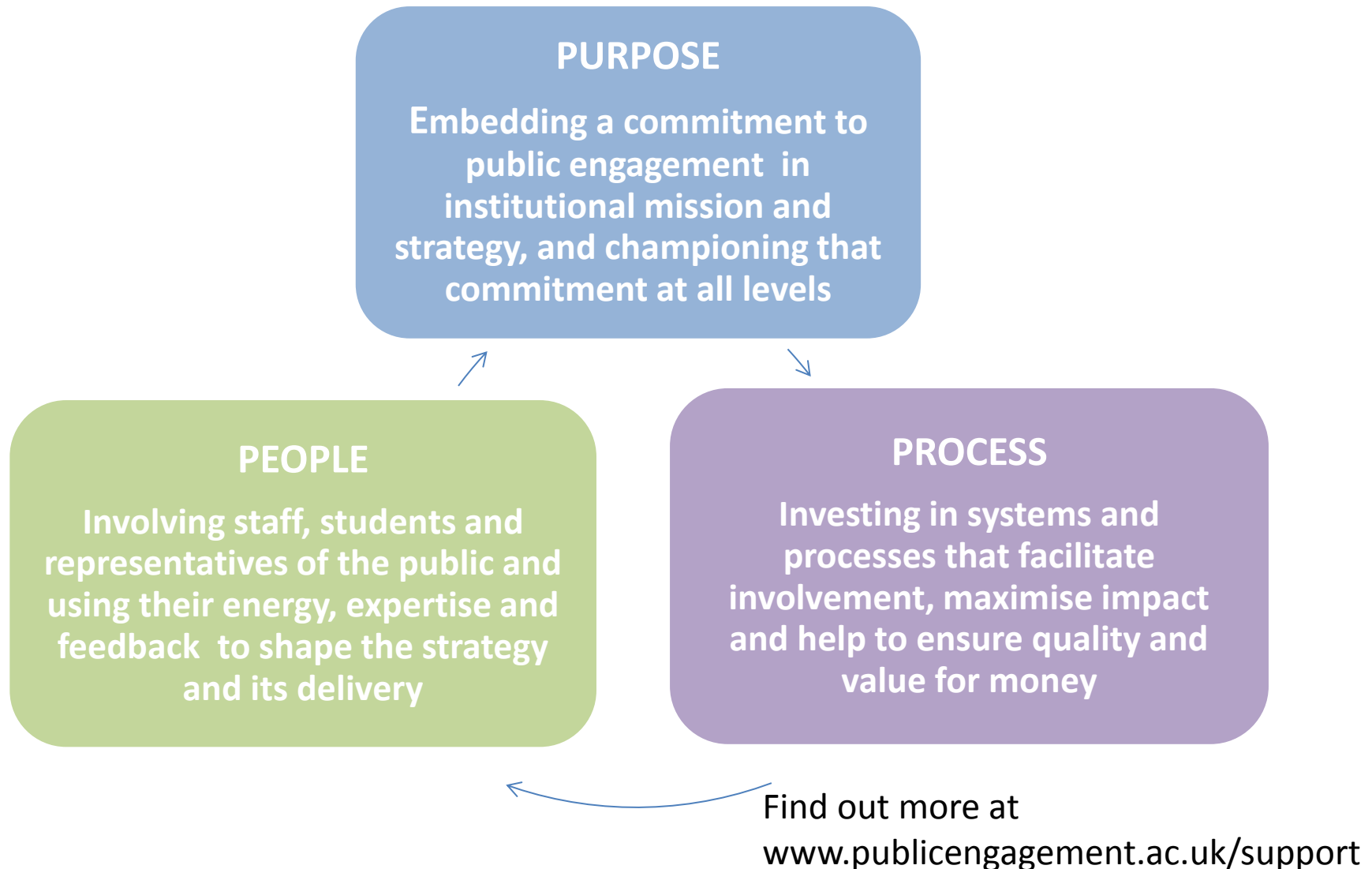
**EXCHANGE & SHARING**

*Increasing the two-way  
flow of knowledge and  
insight between the  
university and wider society*

**SOCIAL RESPONSIBILITY**

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

# Focal points for embedding engagement



Jacqui Walsh and Dean Strickland

# **WORKING WITH BUSINESSES**



# Changing with the Times: Promoting Meaningful Collaboration between Universities and Community Partners

MR. DEAN W. STRICKLAND

DR. JACQUELINE S. WALSH



# What is the role of the university?

**A robust economy leads to a greater standard of living and improved social programs.**

**Industry is an important community partner. Universities are increasingly being called upon to become economic catalysts.**

# Canadian universities- changing with the times

Conference Board of Canada (2012) cites that improved university-industry collaboration as a key ingredient to promote innovation and competitiveness.

OECD (2012) reports the need to close the commercialization gap between academic and applied research.

Jenkins (2011) states that “Canada needs a fundamentally new approach to building public-private research collaboration in areas of strategic importance and opportunity for the economy.” (p.E3)

# Transforming the culture of the university

**“Canadian universities lag behind their US counterparts in generating technology transfer between academic research and companies. With innovation and productivity at the forefront of the Canadian public policy agenda, it is crucial that governments create the right incentives for university researchers to pursue research that can eventually be commercialized.”**

C.D. Howe Institute (2013)

# Spending on Research in Canada

- How much do we spend on research in Canada?
- How do we place?

# Commercialization of Research

- **Appears to be increasing pressure(s) for greater commercialization of research.**

# The Role of the University

- **Is there a need for change to the role of universities?**
- **What would such change look like?**

Kim Aumann and Sharon Court

# **WORKING WITH COMMUNITIES**



# Changing with the times: promoting meaningful collaboration between universities & community partners



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# What community partners say helps when negotiating meaningful collaboration ....

- Acknowledge different cultures
- Clarify expectations
- Put power & equity on the agenda
- Distribute funding



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# What community partners say helps when negotiating meaningful collaboration....

- Build capacity
- Communicate and communicate again
- Student engagement that benefits all
- Identify and measure the value
- Commit - create a legacy



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# the grand plan

To establish a UK wide community partner network that will influence Higher Education policy and practice and provide resources for improving mutually beneficial community university partnerships

Find out more at [www.publicengagement.ac.uk/about/community-partner-network](http://www.publicengagement.ac.uk/about/community-partner-network)



# Group discussions

- How could universities (as institutions) change to better support work with community/business partners?
- How might communities/ business partners change?
- What strategies/best practices can assist universities in becoming meaningful partners in these changing times?

# Plenary discussion

- Jacqui Walsh
- Dean Strickland
- Kim Aumann
- Sharon Court
- Sophie Duncan



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WHAT IS PUBLIC  
ENGAGEMENT?

WHY DOES IT  
MATTER?

HOW TO  
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HOW TO  
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## Universities across the UK are signing up to our manifesto for public engagement



Find out why ►

### Are you new to this?

[Easy ways to get started](#) with public engagement

### How to engage

We've created a [toolkit](#) for people who want to engage the public.

### Ways we can help

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Universities already signed up include:



The NCCPE is part of the [Beacons for Public Engagement](#)

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