Changing with the times

Promoting meaningful collaboration between universities and community partners
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
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...

Potential stakeholders or partners

Public engagement
- The general public
- Communities of place & interest

Community engagement
- Community organisations
- Voluntary orgs and charities
- NGOs
- Social enterprises

Business engagement
- Businesses

Civic engagement
- Regional / national govt
- Local authorities
- Regional strategic bodies

Business engagement
- Enterprise agencies
- Schools and colleges

Different publics...

Potential stakeholders or partners
The engaged university

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

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

**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

Find out more at www.publicengagement.ac.uk/support
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.
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.”
“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
What community partners say helps when negotiating meaningful collaboration.

- Acknowledge different cultures
- Clarify expectations
- Put power & equity on the agenda
- Distribute funding
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
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
Universities across the UK are signing up to our manifesto for public engagement

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

- Join our public engagers' network
- Ask us for advice

Sign up for our newsletter

Enter your email address  Sign up

Universities already signed up include:

University of the West of England

The NCCPE is part of the Beacons for Public Engagement

We also run vinspired students.

Latest

www.publicengagement.ac.uk