



National
Co-ordinating
Centre for
Public Engagement

Tools for talking about public engagement

Slides you can adapt to support purposeful discussion about public engagement – what it is and why it matters



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Why does public engagement matter?



Why is public engagement important?

Which of these arguments best represents your view?

A

It's our duty / responsibility to engage with the public

B

Engaging with the public helps us do better research and teaching

C

We should engage with the public because funders increasingly expect it

D

In the grand scheme of things, public engagement isn't a priority



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Why do universities need to engage with the public?



Why do universities need to engage with the public?





Secretive and
untrustworthy

Irrelevant and out of
touch with society



Elitist and reinforcing
inequality

Unaccountable and a waste
of tax payers' money



Trusted

Relevant



Socially
responsible

Accountable



RELEVANCE

- Research and teaching are more finely tuned to society's needs
- Innovation flourishes as new ideas & insights flow into HEIs
- Research outputs are easily accessible and widely used

ACCOUNTABILITY

- The purposes and impact of research are understood and valued by wider society
- Those with a stake in research feel they can influence investment priorities
- University governance is transparent and effective

Why public engagement matters

- Universities are seen to act in socially responsible ways, contributing to social mobility and addressing societal challenges
- Universities are experienced as good neighbours by the communities around them

- Universities are trusted to act ethically and responsibly
- New, controversial areas of research are debated and public attitudes are taken account of

SOCIAL RESPONSIBILITY

TRUST



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What is Public Engagement?



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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.

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for Public Engagement**





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Researching Age-friendly Neighbourhoods: This project involved older people in Greater Manchester as co-researchers. It was they who led this study designed to improve the quality of life in low income communities.

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

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



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Ways of engaging



Ways of engaging...

INSPIRING

Inspiring, involving
and informing the
public about
research



CONSULTING

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



COLLABORATING

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





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Who are the public?



Who are 'the public'?





Who are 'the public'?





Who are 'the public'?





Who are 'the public'?

DEMOGRAPHICS:
age, ethnicity, gender, economic status, level of education, income level and employment





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When can public engagement happen?

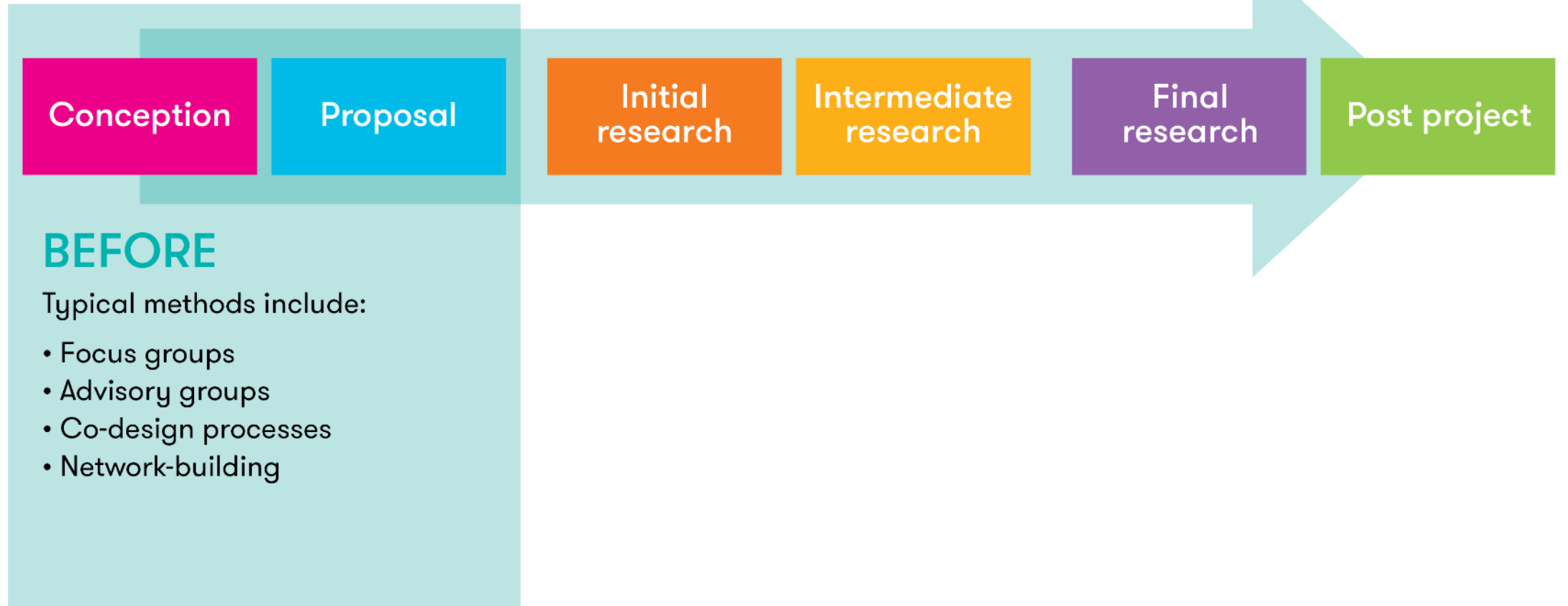


WHEN can you engage with the public?



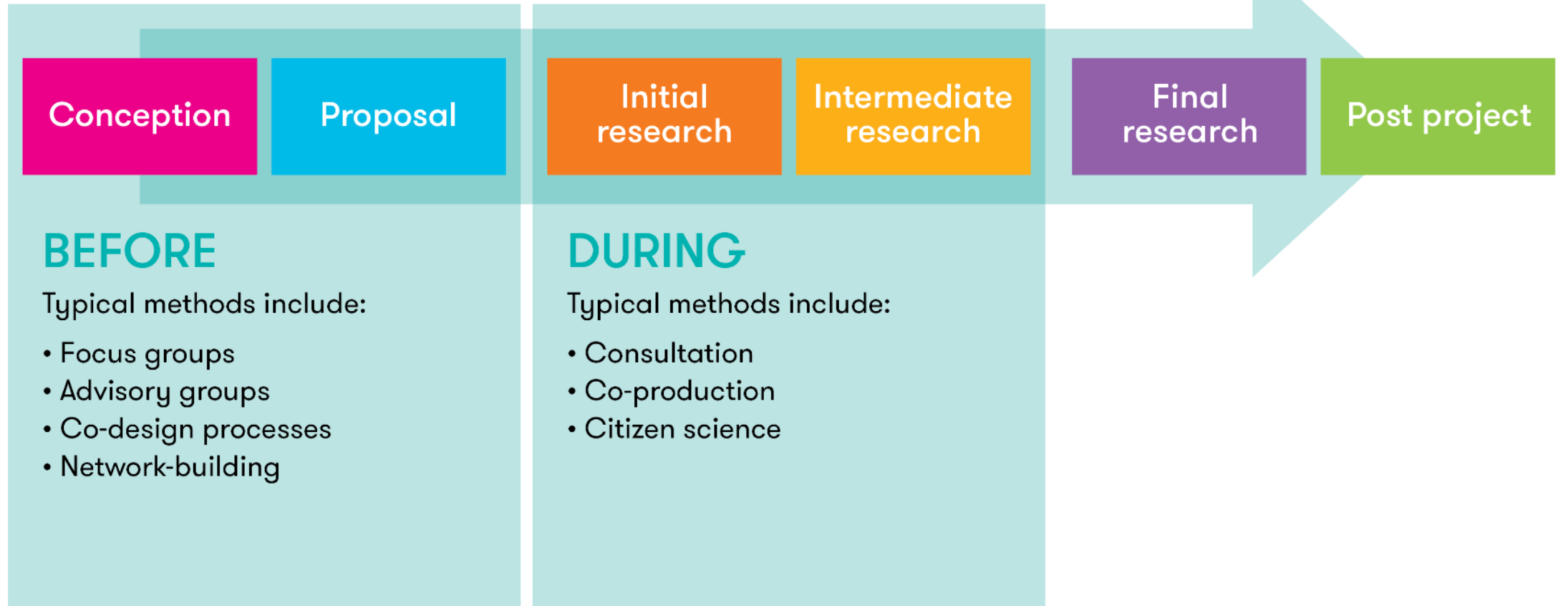


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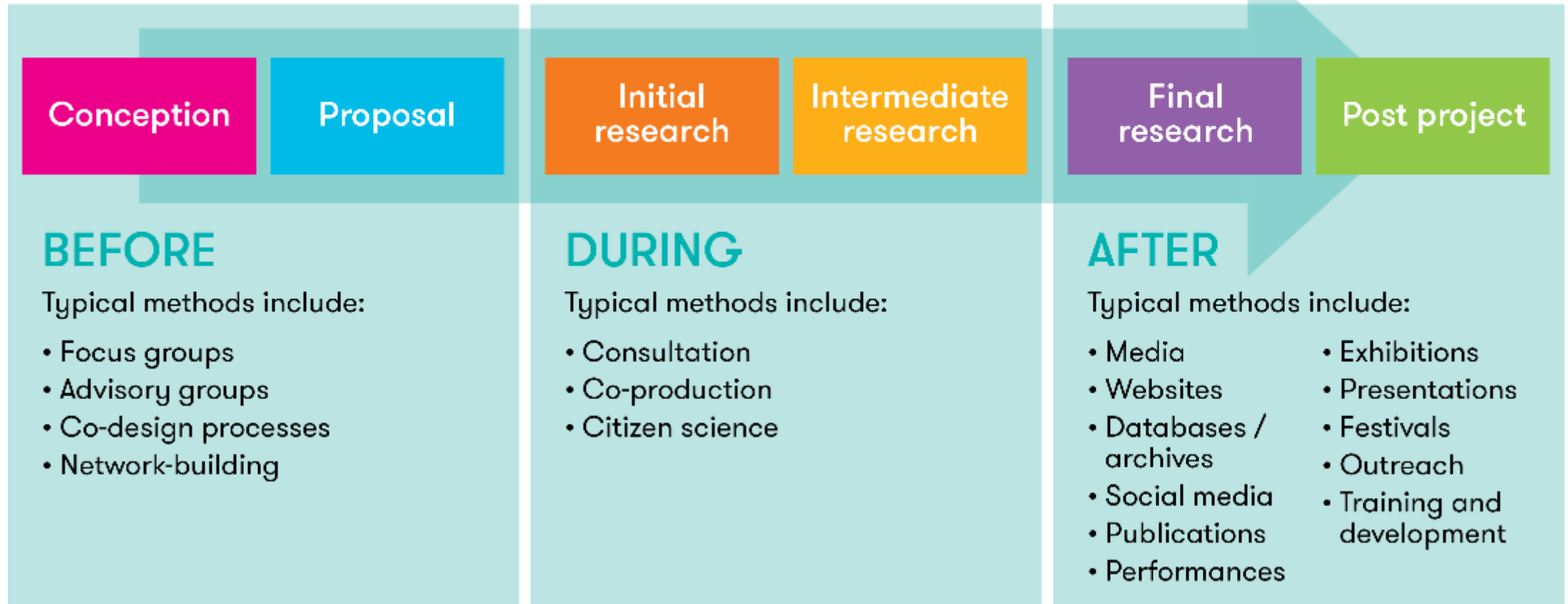


WHEN can you engage with the public?





WHEN can you engage with the public?



The [NCCPE website](#) hosts a wealth of other tools and resources to support your public engagement work.

You can also access a guide to accompany this resource pack [here](#).

About
engagement

Do
engagement

Support
engagement

Resources

About us

NCCPE projects
and services

Connect

**We help universities
engage with the public**

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- › Funding sources
- › Evaluation guidance

Find out more →

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Go here if you want to find:

- › Support for engagement professionals
- › The EDGE tool: Assess your institution
- › Manifesto for Public Engagement

Find out more →