Stories of change: the context for community university partnerships

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www.publicengagement.ac.uk
Funded by the Higher Education Funding Councils, Research Councils UK and The Wellcome Trust
A real story of change.....
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.

Funded by the UK Funding Councils, Research Councils UK and the Wellcome Trust
Manchester Beacon
connecting people, place & knowledge
Starting out...
<table>
<thead>
<tr>
<th>KEY FINDINGS</th>
<th>RESPONSE</th>
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<tbody>
<tr>
<td>84% involved, but lack of a shared understanding.</td>
<td>Devise a ‘working’ typology.</td>
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<tr>
<td>PE not as important as research and teaching and for some, admin.</td>
<td>New promotions criteria links PE to teaching &amp; research.</td>
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<td>Lack of strategic support</td>
<td>New UEA Corporate Plan with Engagement a priority.</td>
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<td>Very little recording happening &amp; no institutional mechanism in place</td>
<td>‘Engagement Tracker’ developed</td>
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<td>PE is not rewarded in any formal way.</td>
<td>New promotions criteria and individual awards.</td>
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<tr>
<td>Evaluation of PE is minimal.</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

Collaborating

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

Consulting

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

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

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
### Focal points for embedding engagement

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

<table>
<thead>
<tr>
<th><strong>Mission</strong></th>
<th>Create a shared understanding of the purpose, value, meaning and role of public engagement to staff and students and embed this in your strategy and mission.</th>
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<tr>
<td><strong>Leadership</strong></td>
<td>Support champions across the organisation who embrace public engagement</td>
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<td><strong>Communication</strong></td>
<td>Communicate consistent, clear messages to validate, support and celebrate it, and ensure open and two-way communication with members of the public and community organisations.</td>
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</tbody>
</table>
Focal points for embedding engagement

<table>
<thead>
<tr>
<th>PEOPLE</th>
<th>Staff</th>
<th>Students</th>
<th>Public</th>
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</thead>
<tbody>
<tr>
<td>Involving staff, students and representatives of the public and using their energy, expertise and feedback to shape the strategy and its delivery</td>
<td>Ensure that all staff – in academic and support roles – have opportunities to get involved in informal and formal ways.</td>
<td>Proactively include and involve students in shaping the mission and in the delivery of the strategy, and maximise opportunities for their involvement.</td>
<td>Invest in people, processes and infrastructure to support and nurture the involvement of individuals and organisations external to the HEI</td>
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<td>Reward</td>
<td>Recognise and reward staff involvement within recruitment, promotion, workload plans and performance reviews, and celebrate success with awards or prizes.</td>
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<td>Support</td>
<td>Co-ordinate the delivery of public engagement to maximise efficiency, target support, improve quality, foster innovation, join up thinking and monitor involvement and impact.</td>
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<td>Learning</td>
<td>Provide opportunities for learning and reflection and provide support for continuing professional development and training</td>
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**Focal points for embedding engagement**

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

THE ENGAGED UNIVERSITY
A manifesto for public engagement
Change agents

Concordat for Engaging the Public with Research

REF 2014
Research Excellence Framework

Pathways to impact

people

OFFA
‘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. ..’
Universities are very different places than they were even 10 years ago, and their focus is much more outward-looking.

The focus on dialogue, on exchange rather than simple knowledge transfer, which is the heart of true Public Engagement, is one of the greatest challenges for the modern university. It is also a significant opportunity for universities to reinvent themselves as a public good for the 21st century.

Michael Worton, Vice-Provost, UCL
Opportunities and resources...

• Catalysts for Public Engagement
• REF 2020
• Ethical Guidelines
• NCCPE: Skills sharing events
• Connected Communities
• Engaged Futures
• UK Community Partner website
Questions

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