

Guide: Developing your skills in Public Engagement

Step 1: Defining your goals

This table is a helpful way to organise how you might like to develop your engagement skills.

Job/ Role	Public Engagement Experience	Interests	Time & Opportunities
<p>If you are an academic, a research grant or group may have a specific requirement to engage with a public audience</p> <p>If you are an administrator your interest might be more on how to coordinate or manage public engagement activities,</p> <p>If you are a communications or knowledge exchange professional, you might be interested in developing advanced skills in a particular area e.g. video editing.</p>	<p>Are you completely new to public engagement?</p> <p>Do you want to continue to develop your skills in a particular area? Perhaps working with schools?</p> <p>Alternatively, are you keen to explore other areas of public engagement?</p> <p>Are you looking to consolidate years of experience?</p>	<p>Type of activity: writing, digital media, filming, presenting, event planning etc?</p> <p>Audience: school children, families, policymakers, the media etc?</p> <p>Type of event: festival workshop, café style session, large audiences, small audiences etc?</p>	<p>How much time can you realistically commit to doing public engagement each month?</p> <p>How much time can you realistically commit to PE professional development each month?</p> <p>Is your line manager or supervisor supportive?</p> <p>Do you have deadlines for current PE projects?</p> <p>Are there any upcoming opportunities?</p>

Step 2: Which skills and attributes do you need to achieve these goals?

Step 3: Skills audit: which areas do you need to develop?

Public Engagement Skill or Attribute	Public Engagement Skill or Attribute Description	Evidence of Skill	How I'm doing
		<p><i>Record activities, experiences or events you played a part in that shows your ability in each particular skill. It may be you have already lots of experience in an area. It may be you have just a small amount of experience or none at all (i.e. for those areas you wish to develop in future). That is OK. It is important that you think honestly and widely, and don't just focus on skills you already have and do well.</i></p>	<p><i>Try to define what level you think you're at (i.e. doing really well, good basic understanding/competence, needs improvement, etc.)</i></p>
e.g. communication	Interviewing	I have interviewed colleagues about their research.	Good. Sometimes colleagues use a lot of jargon and can get off the point. It might be helpful to improve the briefing before the interview and to practise strategies for keeping an interview on topic.
e.g. technical skills	Recording and editing film	I have previously used a Flip camera and Microsoft Moviemaker software to create short video clips of colleagues talking about their research.	Basic. The videos look a bit amateur and I'm not sure how to edit a longer programme. It would be good to try some other film formats.

Step 4: Development plan: how will you develop those skills and reflect on your progress?

EXAMPLE DEVELOPMENT PLAN FROM THE UNIVERSITY OF EDINBURGH

NAME:	COVERING FROM:	TO:
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What do I want/need to learn about public engagement?	What will I do to achieve this?	What resources and/or support do I need?	How will I know I've succeeded?	Target date for review and completion.

