

Museum-University Partnerships

Jargon Busting Activity



National
Co-ordinating
Centre for
Public Engagement

Jargon Busting Activity

How are we using language?

Do the terms we are using mean the same for each of the partners?

You can use this jargon buster as a reference guide when planning a partnership, but it can also be a useful tool for talking. Try using this as an activity in a meeting with your partners to explore everyone's understanding of common terminology:

1. Cut out each of the terms below, fold them up and put them in a hat.
2. Go around the group and ask everyone to pick out a piece of paper.
3. Ask everyone to give a definition for the term that they've picked out.
 - Does everyone else agree with this?
 - Would someone else define it differently?
 - Does this difference have any impact on the partnership, or your project plans?

MUPI Jargon Buster

General Terms

Collaboration	When two organisations agree to share the responsibility for delivering on a specific activity or goal. Typically a collaboration will involve each organisation committing resources (including money) in order to deliver. A collaboration could be part of a partnership, or could help lead to one being created. Often collaborations are short term, with a clear outcome.
Outputs	Outputs are usually tangible results that are created during a project, e.g. events, reports, training modules, toolkits, data sets.
Outcomes	Outcomes are the changes you expect to happen as a result of the project and its outputs. Outcomes can be immediate e.g. someone learnt something new, or longer term.
Partnership	When organisations seek each other out to work on shared goals. Often longer term, partnerships may involve working together to achieve a range of outcomes.
Project	A project is generally the term used when there are specific deliverables, an agreement/contract in place, or when external funding has been secured. Projects tend to occur when organisations require a specific service (access to an artefact, facility or academic expertise) from the other organisation for the delivery of their goals. These may be shared goals, but a project is usually driven by a lead organisation.
Publics	Replacing the term 'public' with 'publics' acknowledges that the public are made up of many different groups of individuals with different characteristics, interests and needs. Thinking of your audience as 'publics' will help you to think more carefully about the people you are seeking to engage with, and why they might want to engage with you. This enables you to offer more nuanced and targeted engagement .

Museum terms

Accreditation	<p>A museum sector quality assurance scheme managed by Arts Council England and supported by Sector Support Organisations (see below) or home nation development agencies</p> <p>Accredited museums meet nationally agreed standards for their practice. The expectations vary for museums of different types, sizes and scopes. There are currently more than 1,700 museums participating in the scheme across the UK.</p>
Accession	<p>To accession something is to formally take it into a museum collection. Once an object has been accessioned, and the accompanying paperwork completed, it becomes very difficult to de-accession it.</p>
Archaeological Archive / Store	<p>Planning legislation states that developers must deposit archaeological records (material/artefactual, documentary, and digital) with a suitable museum to ensure public access to heritage. Different counties and regions have different collection and deposit criteria for archaeological archives. It is common for archaeological archives to have a county or regional research framework developed around them. Many museums will collect the material and documentary archive; it is becoming common practice for the digital archive to be deposited with the Archaeology Data Service based at the University of York.</p>
Archive	<p>Primarily hardcopy documentary collections, though may contain associated ephemera. Some museums will have their own archive, or be located with a local authority archive service.</p> <p>Many local authority archives are rich research sources of local and regional historic record. There is no obligation for a local authority to maintain an archive, they only have to maintain and manage the records pertaining to the Local Authority.</p> <p>The National Archives has strategic responsibility for archives in England.</p>
Artefact	<p>Any object in a museum collection.</p>
Artwork	<p>An artefact that can be classed as a fine artwork including prints, drawings and paintings.</p>

<p>Collections</p>	<p>In technical terms, a museum’s collection is a body of material the museum has gathered together over time and agreed to look after in perpetuity (see ‘accession’ above).</p> <p>However, many museums also split their general collection into thematic groups (such as ‘fashion and textiles’, ‘social history’ or ‘art and design’). These groups are also known as collections.</p>
<p>Data</p>	<p>The most common reference to data by the museum sector will be audience statistics and evaluation data, collections data, and revenue data. Museum Development and Department for Digital, Culture, Media and Sport (DCMS) collect some regional and national data on museum workforce, audience, and collections.</p>
<p>Impact</p>	<p>Impact in the museum sector is usually seen in terms of visitor experience and is assessed through qualitative and quantitative research, such as questionnaires or interviews.</p>
<p>Independent Museum</p>	<p>A museum that does not receive (the majority) of its funding from central government or local authorities. Most museums in the UK are independent museums, and many are small scale, run by large numbers of volunteers or a small number of paid staff. Examples of larger independent museums are the SS Great Britain, the Mary Rose, and Beamish. Their income is from ticket sales, events, investments, grants and individual or corporate fundraising</p> <p>Independent museums are usually governed by boards and are subject to Charity Commission reporting. Many have support companies to help with fundraising</p>
<p>Independent Research Organisation (IRO)</p>	<p>An organisation that has a proven capacity to carry out research that ‘extends and enhances the national research base’. These organisations must have a dedicated research staff team and can receive funds from the UK Research Councils. IROs include the British Museum, Science Museum Group and Museum of London.</p>
<p>Key Performance Indicator (KPI)</p>	<p>In the museum sector KPIs tend to be data about user figures provided for funding bodies. This is usually in the form of quantitative data showing a breakdown of visitor figures. There is a guide to KPIs provided as part of this set of resources</p>

<p>Local Authority Museums (Civic Museums)</p>	<p>Museums that are fully or majority funded by one or more local authorities. They are governed by local authorities and are usually part of larger local authority department or directorate.</p> <p>Civic Museums are former Local Authority Museums that are transformed into an Independent Museums governed by a trust or board; though the local authority remain the primary funder, and usually have local authority Officers or Members on their Boards</p>
<p>New audiences</p>	<p>Museums already have highly developed relationships with a wide range of users, so when museums are looking for new audiences they are generally targeting those publics who they currently underserve, for instance ethnic minority groups or LGBT groups. Museums have also traditionally found it harder to attract teenagers and young people in their 20s.</p>
<p>Museum Development Programme (MDP)</p>	<p>An Arts Council England National Portfolio Organisation Sector Support Organisation (ACE NPO SSO) that supports museums and their workforces in strategic development, workforce development, organisational development, audience development, and collections care. MDPs also support museums to gain Accreditation. There are nine MDPs in England.</p> <p>Some local authorities will also fund museum development.</p> <p>Scotland, Wales, and Northern Ireland have comparable schemes funded by:</p> <ul style="list-style-type: none"> • Museums Galleries Scotland • Welsh Government Museums, Libraries and Archives Division • Northern Ireland Museums Council
<p>Museum Development Officers (MDO)</p>	<p>A member of the Museum Development Programme team. Usually covering a designated sub-region or county; or specific development area, e.g. collections or audiences.</p>
<p>National Museums</p>	<p>National museums are directly funded by the Department for Digital, Culture, Media and Sport. Not all national museums may have national in their title.</p> <p>The British Museum, Tate group, Sir John Soames Museum, and the Royal Armouries are examples.</p>

<p>National Portfolio Organisations (NPO)</p>	<p>National Portfolio Organisations are funded by Arts Council England; funding may be up to 95% of an organisation’s revenue. There are three bands of NPO dependent on size and turnover of the organisation. NPO funding is not directly linked to specific organisational projects and is considered by ACE as an investment in an organisation</p> <p>There is an additional NPO Sector Support Organisation band for organisations that support NPOs but do not deal directly with the public, for example The Collections Trust, and Museum Development Programmes</p>
<p>Participant</p>	<p>Anyone taking part in a museum based activity. Visitors to museums are not considered participants.</p>
<p>Research</p>	<p>There are several strands of research within museums.</p> <ol style="list-style-type: none"> 1) Research about core museum activities such as current and potential visitors or fundraising opportunities. Often carried out by marketing or fundraising staff. 2) Research around collections including archival research and surveys of material held within the museum. 3) Research for exhibitions including surveys of related material held outside the museum. <p>More formal academic research – research as it would be understood by the university sector (see definition below) - is done by some museums but this tends to be larger museums such as Independent Research Organisations (see above).</p>
<p>Specimen</p>	<p>A plant or animal object in a natural sciences collection.</p>
<p>Stores</p>	<p>Physical locations where museums store and care for their collections. Many museum stores are located at the site of the museum, though larger museums may also have ancillary off-site stores, i.e. national museums, larger regional, county, or independent museums</p>
<p>Visitor</p>	<p>Anyone who visits a museum exhibition or store. People attending events and activities, or involved in specific projects are not usually considered visitors, but participants.</p>

HEI Terms

Researcher	<p>University-based researchers work in a wide range of fields in the humanities, sciences and social sciences, although the science subjects use by far the greatest number of researchers. They are usually based in one or more university departments and work on projects alone, or collaboratively with colleagues in the same institution or in another university. Many researchers also work with people outside academia, for example in the public or private sectors. The hours of work are flexible and can be determined by the individual depending on the needs of the project. Researchers can expect to work for long hours, especially as deadlines draw closer. More senior researchers are involved in hiring other staff and in managing budgets and applying for funding to maintain the projects on which they are working. Many senior researchers are also required to supervise PhD students in their field and may be asked to do a small amount of general teaching in the department in which they are based. Here's an example job description.</p>
Postgraduate researcher	<p>Like researchers, postgraduate researchers work in a wide range of fields in the humanities, sciences and social sciences. They have a supervisor overseeing their project who will usually be a lecturer, senior lecturer or professor from the department in which they are based.</p> <p>Postgraduate research is traditionally the training ground for those who want to go into academic research or lecturing. Many postgraduates also go down different career paths, for example private research or working in university management. A postgraduate researcher also may be involved in the teaching and administration side of the department in which they are based, although this will form only a small part of their role with the main focus on their research project. Here's an example job description.</p>
Higher Education Institution (HEI)	<p>Higher education institution (HEI) is a term from the Further and Higher Education Act 1992. According to the Act, it means any provider which is one or more of the following: a UK university; a higher education corporation; a designated institution.</p> <p>In 2016–17, there were 162 higher education institutions in the UK in receipt of public funding via one of the UK funding councils</p>

Academic	The term academic tends to relate to people who work in universities and undertake research and/ or teaching work.
Data	All researchers work with data, but what they call data will depend on their discipline. For humanities scholars this could be primary sources or texts. For social scientists, this would likely include survey results, interviews and statistics. For STEM scientists this would include the outputs of experiments, observations and statistics. Research data can be qualitative or quantitative, and comes in print, digital and physical formats. Sometimes research involves using existing data, some involves collecting or creating new data..
Full Economic Costs (FEC)	<p>Full economic costing is part of the Transparent Approach to Costing (TRAC) methodology introduced by the UK government in 2005 to ensure transparent and robust costing and pricing of research. Full economic costs include the actual costs arising from conducting research (e.g staff salaries, materials, travel, equipment) as well as other costs associated with supporting that research (e.g. library costs, HR, finance support, insurance, maintenance and estate costs, etc.)</p> <p>The research councils will typically pay 80% of the full economic costs of a research project and expect the extra 20% to come from match funding from the HEI.</p>
Impact	<p>Often grouped with ‘outcomes’. Impacts could be described as longer term outcomes, and relate to changes brought about as a result of a project or activity.</p> <p>In the HE sector, ‘impact’ is often closely associated with the research excellence framework (see below), which defines impact as “an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia” (HEFCE)</p>
Key Performance Indicator (KPI)	Universities may use KPIs to assess how they are delivering against their strategy. KPIs might relate to a range of different aspects of a university’s work including: student numbers; student experience (measured through the National Student Survey); research income; research outputs; or public engagement.
Knowledge Exchange (KE)	Knowledge exchange (KE) is a process that brings together academic staff, users of research and wider groups and communities to exchange ideas, evidence and expertise.

Knowledge Exchange Framework (KEF)	A framework intended to increase efficiency and effectiveness in use of public funding for knowledge exchange. This is currently in development.
Public Engagement Professional	A role within universities typically focused on supporting the development and delivery of public engagement. Public engagement professionals often act as a brokers between the university and outside partners or members of the public. The roles vary from institution to institution but may include: outreach, public and community engagement, patient involvement and engagement, support for impact, partnership development, corporate social responsibility, student engagement, or engagement with research. Public engagement professionals may be part of a central unit, or support individual department, schools or faculties within a university.
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
Broker	A position within an organisation that typically facilitates partnerships and activities with other external organisations or individuals.
Research	<p>The agreed definition of research used within higher education comes from the Frascati Manual (OECD): “Research and experimental development (R&D) comprise creative and systematic work undertaken in order to increase the stock of knowledge – including knowledge of humankind, culture and society – and to devise new applications of available knowledge.” To qualify as research within this context it must be:</p> <ol style="list-style-type: none"> 1. Novel – aimed at producing new findings or new knowledge 2. Creative – based on original, not obvious, concepts and hypotheses 3. Uncertain – final outcomes are unknowable at the outset 4. Systematic – undertaken in a planned and logical manner 5. Transferable and/or Reproducible – lead to results that could be possibly reproduced.
Research Excellence Framework (REF)	The system for assessing the quality of research in UK higher education institutions. HEIs are assessed on the quality of their research, the impact of that research on society, and the

	<p>environment that supports their research activity. For the impact portion of the assessment, HEIs may submit case studies that include public engagement (i.e. working with partners outside the organisation) as a pathway to impact. These case studies need to evidence impact, and therefore academics may ask for help from their partners to do this well.</p>
Pathways to Impact	<p>In making applications to the Research Councils applicants have to produce a 'Pathways to Impact' statement. Grants will not be allowed to start until a clearly thought through and acceptable Pathways to Impact statement is received. Typically, such a Pathway will outline plans to identify and actively engage relevant users of research and stakeholders at appropriate stages; articulate a clear understanding of the context and needs of users and consider ways for the proposed research to meet these needs or impact upon understandings of these needs; outline the planning and management of associated activities including timing, personnel, skills, budget, deliverables and feasibility; and include evidence of any existing engagement with relevant end users.</p>
Student	<p>Students may be full or part-time and may be undergraduates (doing a bachelor's degree) or postgraduates (doing a master's level course or PhD).</p>
Teaching Excellence Framework (TEF)	<p>The system for recognising and celebrating excellent teaching in UK HEIs.</p>
Teaching fellow	<p>Teaching fellows are posts at HEIs that involve teaching, pastoral and administrative responsibilities. The roles can vary widely between institutions. In some HEIs these roles do not include research responsibility, in others there is a strong focus on pedagogical research.</p>



**National
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The National Co-ordinating Centre for Public Engagement (NCCPE) is internationally recognised for its work supporting and inspiring universities to engage with the public. We work to change perspectives, promote innovation, and nurture and celebrate excellence. We also champion meaningful engagement that makes a real and valued difference to people's lives.

The NCCPE is supported by the UK Higher Education Councils, Research Councils UK and Wellcome, and has been hosted by the University of Bristol and the University of the West of England since it was established in 2008.

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The Museum-University Partnership Initiative (MUPI) was supported by public funding from Arts Council England. It sought to enable museums and universities to meet together and develop mutually beneficial partnerships. A range of resources have been created, drawing on the learning from the MUPI project. You can find all these resources on the NCCPE website.



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