

# Museum-University Partnerships

## Sharing Learning



National  
Co-ordinating  
Centre for  
Public Engagement

# Sharing Learning

Whether or not a project or partnership yields tangible outputs or long-term outcomes, there will always be some learning from the experience. Sharing this learning is important, both with your immediate colleagues and the wider sector. The smallest realisation you had could lead to a different way of working for another organisation, and sharing the challenges – even your mistakes – will be a rich source of learning for future endeavours.

There are many ways of effectively sharing learning from your project, both within your sector and further afield. Plan how you go about this right at the beginning of project, and refer back to this throughout. This will ensure you collect useful information/resources and build relevant networks.

## Questions to ask

- What have we learned from this project, who might this be relevant to, and why?
- What are the key messages? Who will this resonate with?
- Who are our audiences? How can we reach them?
- Is there a call to action? What is it?
- How will we measure if the information has been shared effectively? How will we know who has benefited/been reached?
- Why would people share this information? How can we help people access it and make use of it?

## Approaches to take

**Organisation web pages:** this is an easy way to keep a repository of resources and information, and is under your control. You could use these pages to give a detailed account of the project, and link to further sources. It is worth considering the following:

- Who accesses our website currently, and how is the information I am sharing relevant to them? How might I extend the reach to others for whom the learning could have value?
- How can I ensure the information is kept up to date?
- What happens if I leave the organisation?
- How should I present the information to encourage people to make use of it?

**Social Media:** can be a quick way to start a conversation and gain immediate feedback. Try to curate your information into easily shareable, bite-sized pieces, and link to further information. Keep in mind that anything shared on social media will only appear for a short amount of time. Consider:

- How can I capture people's attention quickly?
- Where do I want people to go next?
- Why would people want to share this information?
- How will I keep up to date and respond to comments?

**Conferences:** are a great way to engage lots of people at once, as well as meeting new contacts to share learning with. Registration fees and travel can be costly, so make sure you're confident that the learning you want to share is relevant for the delegates attending.

Consider:

- How does my work tie in with the wider conference context? How can I ensure my presentation is relevant for the attendees? How can I capture people's attention quickly?
- What are the key messages we want people to go away with? What do we want to learn?
- Do we have relevant literature for people to take away? Or which could be put into the delegate packs?
- How could I use the opportunity presented by informal networking to share my work and to learn from others?

**Networks and Mailing lists:** are an easy way of reaching lots of people quickly. Mailing lists can be used to start a dialogue, although it's likely the feedback won't be as immediate as if you were using social media. Consider:

- How is my work relevant to this group of people? What's the relevant hook for them?
- What am I asking them to do? What is the benefit to them and their work? To my work?

**Media:** having a great selection of high-quality photos to illustrate a project is really useful, and will help bring resources to life. A video takes longer to produce and requires more resources and funding, but can serve as an easily shareable snapshot of your work.

- Do I have a good selection of high-quality photos and video footage from the project?
- Do I have photo release forms for the participants involved?

**Case studies:** are an easy way of presenting a narrative account of the project, or an activity within it, to put your learning into context.

- Is this an exemplar of good practice/the learning we want to share?
- Do I have permission from the organisations involved to share this case study?

**Reports:** usually provide an in-depth account of the project, with the learning presented in the summary or as recommendations.

- Who is the report for? How much information do I need to include?
- Can I sum up my key messages in the executive summary?
- Have I credited everyone involved?
- Where will it sit online? Is it easy to find?

**Academic journals:** provide an opportunity for your work to be peer reviewed, which enables you to get critical reflection on your work, and improve it. Often there are specific requirements for how you format the writing – so it is worth reading some papers in the journal you hope to publish in before contacting the editors to explore if and how your work has relevance to them. Academic journals can feel inaccessible for some audiences, and many journals currently require a subscription to access.

Consider submitting to [Research for All](#) – the open-access journal focusing on research that involves universities and communities, services or industries working together, supported by the NCCPE; UCL Institute of Education and IOE Press.

- Is the timescale from submission to publication feasible for my project?
- Who will be able to access it? Can it be made to be open access?

**News articles:** are a high-profile way of sharing information. Journalists may ask for your comments for an article. Bear in mind that there's a risk the article might not be framed as you'd like it to be, and might not link to further information, references etc.

- Am I sure that the learning and the project will be fairly represented?
- Who am I speaking on behalf of? Can more of the project team be involved?

## Remember

- Check with your funders and partner organisations about the way they would like to be represented.
  - Have you used the correct logos?
  - Have you credited everyone involved?
- Ensure your learning has been shared sustainably.
  - If people stumble across this in a few years, will they have enough context to make sense of it?
  - How will they find out more?



**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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