

PUBLIC ENGAGEMENT ACADEMY

COURSE OBJECTIVES

The NCCPE's Public Engagement Academy provides a space for professional development for those working to embed high quality engagement with research in their institution, to encourage them to develop their practice, confidence and skills. Aimed at those working to enhance the quality, visibility and impact of public engagement with research, the Academy supports participants to develop a strategic approach to engagement with research for their department, research organisation or university.

The Academy will provide participants with the opportunity to:

- Gain insights into how public engagement is being supported and led in other HEIs
- Explore the current and future policy and funding drivers for engagement, including the relationship between public engagement with research and the impact agenda
- Develop contacts with key policy makers / funders
- Develop a network of peer support for individuals working to embed engagement into their organisation

The main objectives of the Academy will be:

- To develop a strategy / working plan relevant to your department or institution
- To understand how change happens and the relevance of this in your own context
- To reflect and take action to improve engaged practice in your institution

PARTICIPANTS

The Academy is aimed primarily at those:

- Working within a higher education institution in the UK
- Whose role focuses on public engagement with research
- Who have responsibility for public engagement with research within a department and/ or institution

In order to attend, you must have the support of your departmental or institutional lead.

PRICE

The cost of the Academy is £750 for the full course (participants must cover own travel and accommodation costs). There are a small number of subsidised places available at £375, offered on a first come first served basis. Those eligible are:

- Individuals whose institution is not currently in receipt of substantial culture change funding via RCUK or other sources

- People travelling a long distance to attend the Academy events
- Individuals who can demonstrate potential for the outcomes of the Academy to be translated into long term culture change in their institution / faculty

If you think you may be eligible please indicate this during the registration process.

For general enquiries please contact becky.moran@uwe.ac.uk.

COURSE STRUCTURE

The Academy will be structured around the NCCPE's culture change framework, the EDGE tool, which identifies three critical focal points for understanding and effecting change. The Academy will use these three focal points as the themes for the workshops.

Participants will be expected to participate in an Action Learning Set, which will meet during Academy sessions and also in between, as detailed below. They will also be required to participate in preparation and follow up activity between sessions.

Participants will have the opportunity to join an alumni network at the conclusion of the programme.

The Academy will be facilitated by NCCPE staff and their associates. There will be a range of guest speakers and contributors drawn from inside and outside higher education to help inform and stimulate discussion and action.

COURSE OUTLINE

The Academy will run from May 2015 until January 2016, and will involve three two-day training sessions interspersed with reflective work and Action Learning Sets in order to progress your work.



PUBLIC ENGAGEMENT ACADEMY 1: PURPOSE

The first Academy will focus on the PURPOSE of public engagement for your institution/ department. It will provide an opportunity to reflect on the current context for public engagement, how engagement can aid your purposes and align to your institutional values and how to make a case for public engagement with research.

Learning objectives

- To understand culture change and how to manage it
- To develop an understanding of the higher education context for public engagement
- To consider how engagement aligns with the purpose of your institution
- To develop an understanding as to how an institution's values affect its engagement approach
- To develop an effective case for engagement
- To develop the skills to present a business case to different stakeholders, relevant to their context
- To understand power structures and dynamics, and how to effectively negotiate them
- To learn how to use the EDGE tool to help prioritise key actions

Course content

- Introduction to the Academy
- Getting to know one another: Sharing context and place e.g. how well does your institution communicate its purpose?
- Examining engagement in the current higher education climate, including drivers and barriers
- Beginners guide to culture change and the EDGE tool
- How to recognise different motivations/ drivers and value sets and make a case that speaks to these
- Making a case to different stakeholders (e.g. funders, research leaders, vice chancellor)
- Begin work on your individual action plan, which will inform on an institutional / departmental working plan for engagement
- Learn to blog / create a reflective work piece
- Introduction to mentors
- First meeting with your Action Learning Set
- Open space for a chance to reflect and evaluate the session

PUBLIC ENGAGEMENT ACADEMY 2: PROCESS

The second Academy session will take you through the PROCESSES involved in creating a positive culture for public engagement within your institution. Participants will be able to explore the strengths and weaknesses of different support mechanisms and how these might be adopted. The session will explore funders' expectations (expressed for instance in the Concordat for Engaging the Public with Research, and within impact requirements) and will provide an opportunity to explore what high quality engaged practice looks like, and how to support it.

Learning objectives

- To understand the importance of PROCESS in effecting change
- To recognise the hallmarks of quality engaged practice
- To develop key skills to assess engagement activity and make recommendations
- To gain the ability to identify different structures to support engagement, and their relevance to your own institution
- To consider the role of funding drivers and funding to facilitating engagement within your institution

Course contents

- What does quality engagement look like?
- Evaluating or assessing engagement
- Evaluating case studies from participants' institutions
- Structures to support engagement (e.g. training, facilities, the 'who does what' of engagement)
- Skills and attributes needed for engagement
- Exploring the motivations, opportunities and challenges with funders
- EDGE Tool
- Mapping institutions connections
- Continue to develop working plan (set action points for next meeting)
- Meeting with your Action Learning Set
- Open space for a chance to reflect and evaluate the session

PUBLIC ENGAGEMENT ACADEMY 3: PEOPLE

In the third and final Academy session, participants will be taken through the importance of PEOPLE in effecting change within their institution. It will provide an opportunity to explore what those outside universities want from their engagement with universities, and the opportunities and challenges of mutually beneficial collaborations. It will consider the role of consultation in informing the engagement strategy of a department or institution.

Learning objectives

- To consider the role of people in culture change
- To develop skills to facilitate effective partnership work
- To consider the role of consultation in informing your institutional approach to engagement
- To develop skills to facilitate consultation to inform your institutional work
- Understand the drivers, motivations and contribution of external pressures
- To consider individual institutional values and how they influence or inform your approach

Course contents

- Working in partnership: skills to enable others to work in partnership
- Advantages of collaboration
- Working across differences (individual values, needs and international approaches)
- Reputation and expectation management
- External perspectives (what do people expect from working with universities?)
- Managing consultative processes and purposeful conversation
- Next steps for completing and implementing your working plan for institution or department
- EDGE Tool
- Meeting with your Action Learning Set

RELEVANT INFORMATION

The NCCPE website contains a range of resources and guides to supporting public engagement with research, and developing cultures that support it. You may find the following helpful:

- The [Edge Tool](#)
- The [business case for public engagement](#)
- The '[How to support it](#)' section of our website
- We have a range of [case studies](#) on our website
- Our [Resources](#) section for publications on past projects
- Our [News](#) and [Events](#) share the latest findings and upcoming events