

Public engagement: nurturing the value of higher education

Paul Manners

National Coordinating Centre for Public Engagement



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We help universities engage with the public

How can we help you with public engagement?

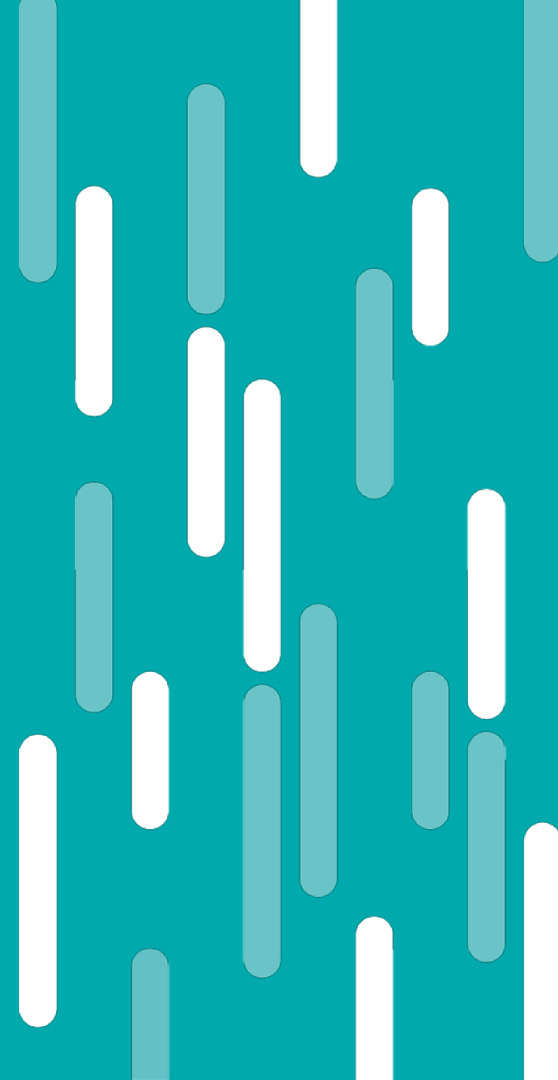
“NCCPE are the people who really understand engagement. They offer structured, productive tools that really make a difference.”



David Sweeney
Research England

Why?

The policy context and scope



A UNIVERSITY FOR SHEFFIELD



THE PROPOSED UNIVERSITY BUILDING.

You should support the
University because:

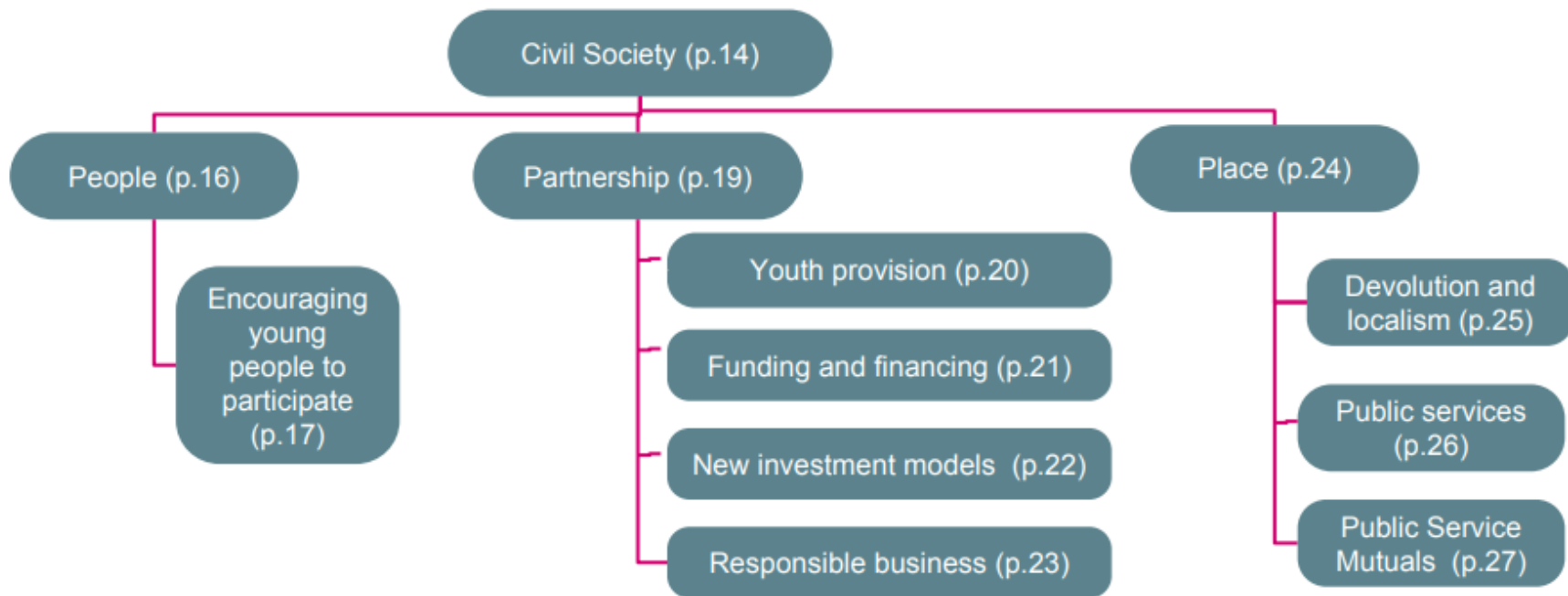
1. The UNIVERSITY will be for the people.
2. The UNIVERSITY will bring the highest education within the reach of the child of the working man.
3. The UNIVERSITY will help the local industries.
4. The UNIVERSITY will be the centre where the treatment of accidents and diseases will be studied.
5. SHEFFIELD is the only large City in England without a University. Sheffield cannot afford to remain in this position.
6. The UNIVERSITY will not only benefit this district, it will assist the nation in its trade competition with other nations.





When the University asked the people of Sheffield for donations in 1904, you responded.

Over £50,000 was raised by penny donations from local steel and factory workers and residents – equivalent to over £15 million in today's money. Thanks to Sheffielders' generosity, the University was able to establish a world-class institution.





Higher education: policy, people and politics.



MONDAY BRIEFING

[VIEW HERE](#)

THE WONKHE DAILY

[WONKHE DAILY](#)

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Where have all the universities gone? The quest for civic engagement

by Paul Manners | 17th Jun 2018 |  2



Thousands of academics and researchers have signed the petition

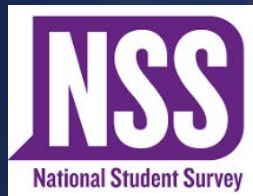
Research funding plan should be abandoned, say academics

December 2009

A petition bearing 18,000 signatures calling for the abandonment of impact assessment in research funding applications has been delivered HEFCE



**CHANGE
AHEAD**



Accountability
Trust and transparency
Relevance
Social responsibility



**CHANGE
AHEAD**



2008



2018

**CHANGE
AHEAD**



Why is public engagement important?

Which of these arguments best represents your view?

A

It's our duty /
responsibility to engage
with the public

B

Engaging with the public
helps us do better
research
and teaching

C

We should engage with
the public because
funders increasingly
expect it

D

In the grand scheme of
things, public
engagement isn't a
priority

"Engagement implies strenuous, thoughtful, argumentative interaction with the non-university world in at least four spheres: setting universities' aims, purposes, and priorities; relating teaching and learning to the wider world; the back-and-forth dialogue between researchers and practitioners; and taking on wider responsibilities as neighbours and citizens"

(Engagement as a Core Value for the University: A Consultation Document, ACU, 2001).



PUBLIC ENGAGEMENT WITH RESEARCH

*Actively involving the public in
the research activity of the
institution*

ENGAGED TEACHING

*Developing teaching
activities which positively
impact on the community,
and enhance students'
engagement skills*

***The engaged
university***

KNOWLEDGE EXCHANGE & SHARING

*Increasing the two-way
flow of knowledge and
insight between the
university and wider society*

SOCIAL RESPONSIBILITY

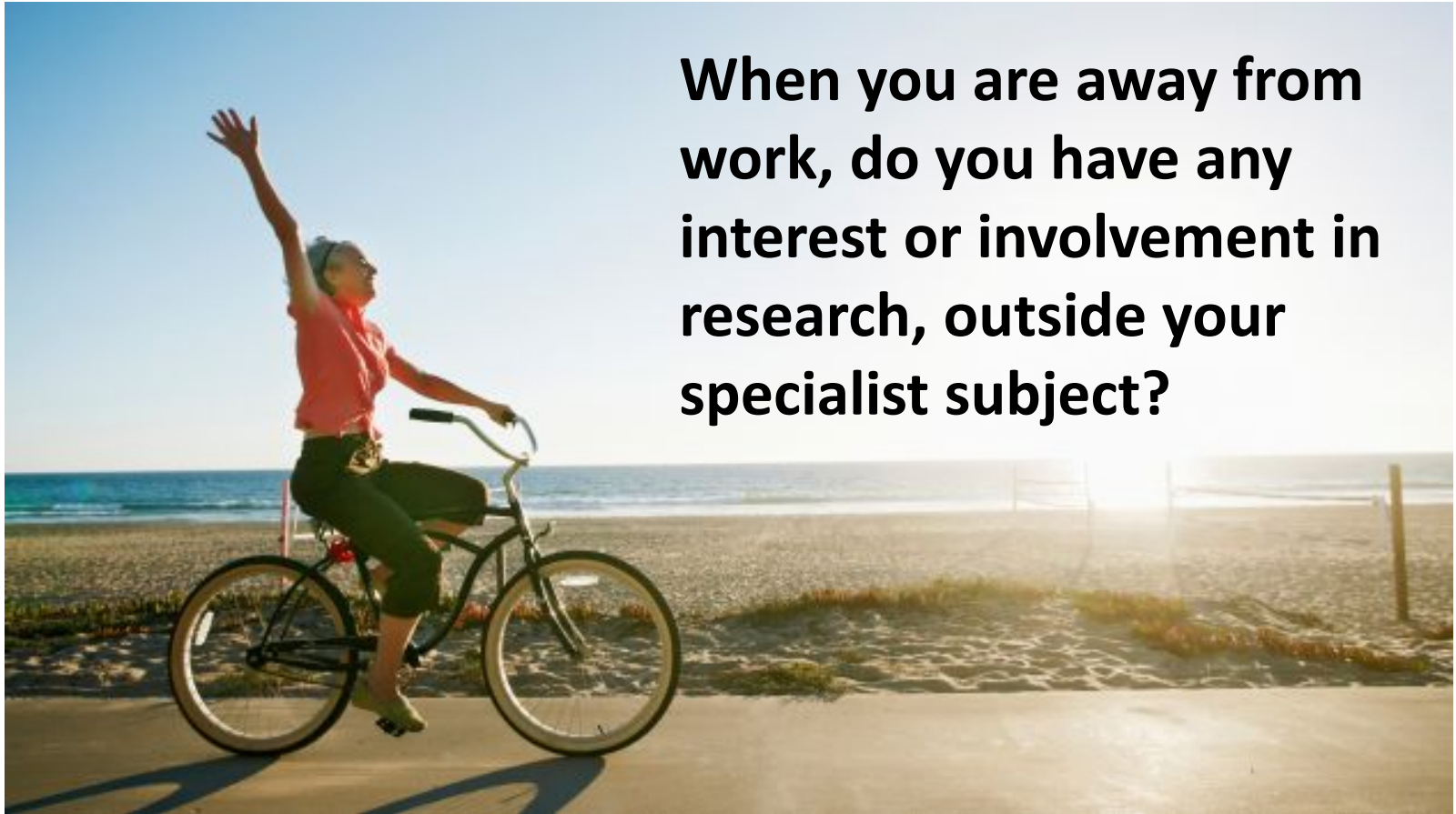
*Seeking to maximise the
benefits that the institution
can generate for the public*

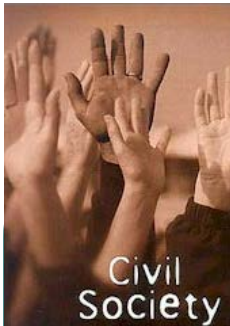
Who are the public?





When you are away from work, do you have any interest or involvement in research, outside your specialist subject?





CIVIL SOCIETY & THIRD SECTOR

Charities & associations; societies and clubs



POLICY

Policy makers,
regulators, civil
servants

PUBLIC SECTOR

Professionals and
practitioners



BUSINESS

Companies, SMEs,
entrepreneurs





CIVIL SOCIETY & THIRD SECTOR

Charities & associations; societies and clubs

POLICY

Policy makers,
regulators, civil
servants

PUBLIC SECTOR

Professionals and
practitioners

customer

BUSINESS

Companies, SMEs,
entrepreneurs

consumer

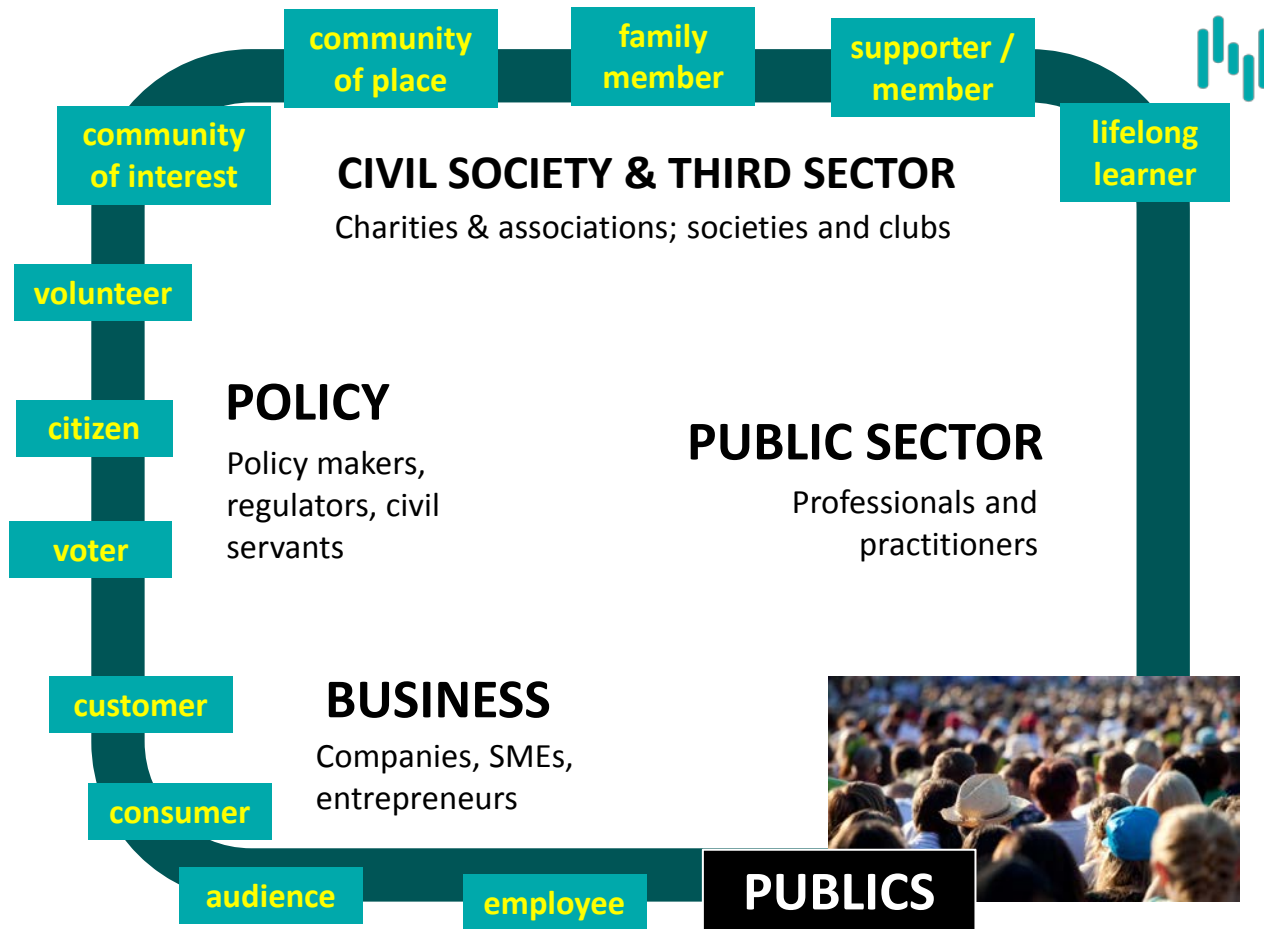
audience

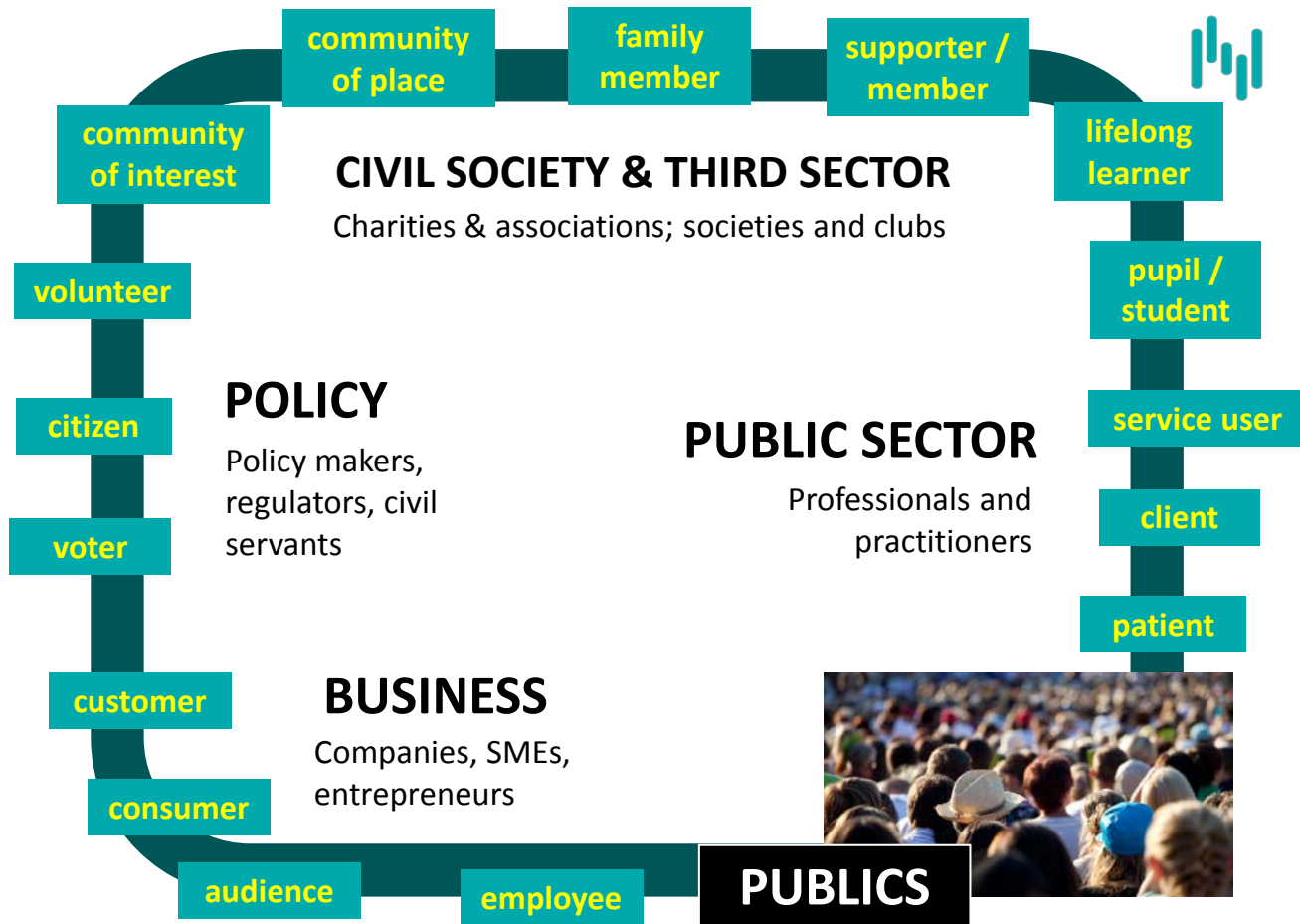
employee

PUBLICS



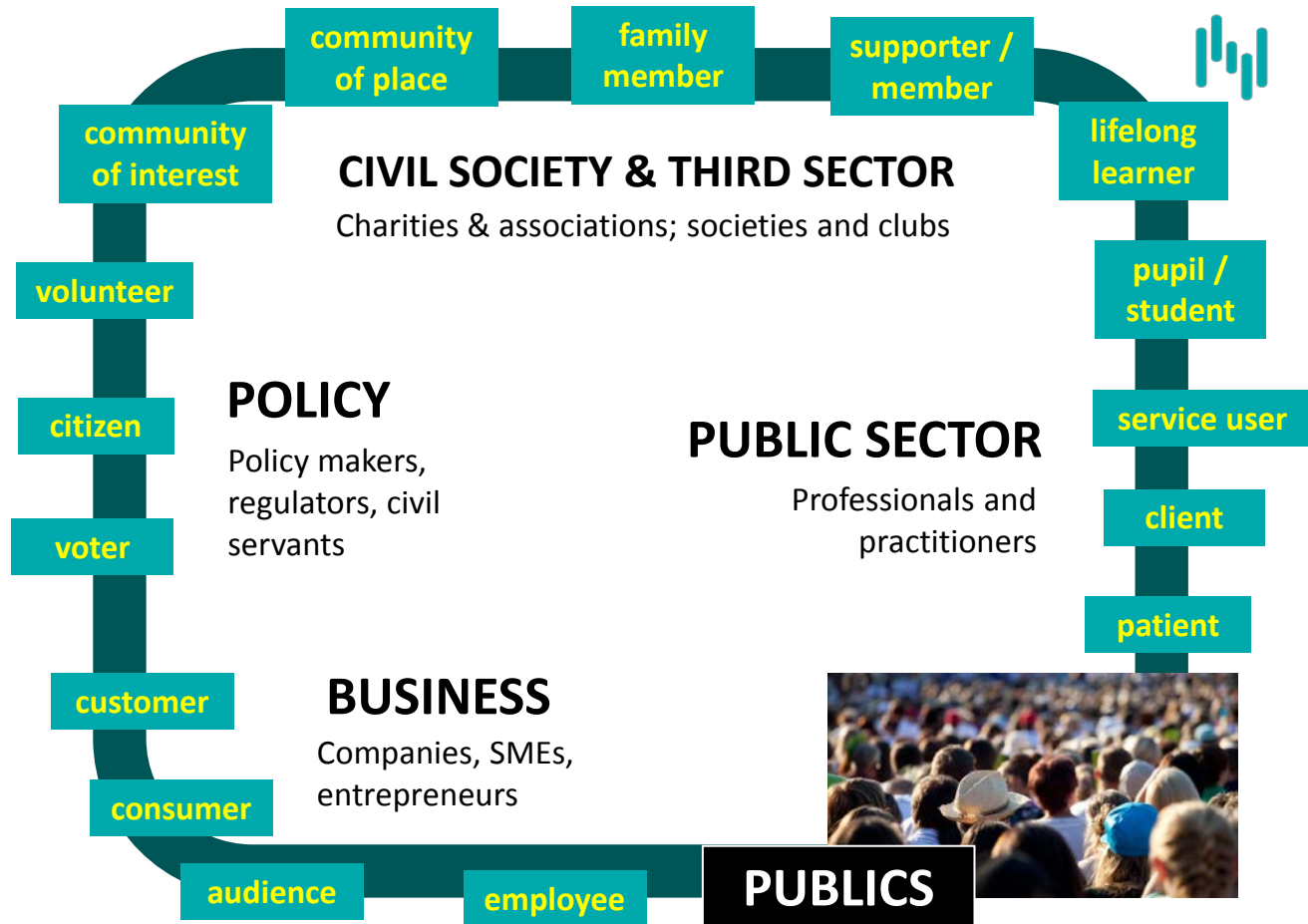






Who are your main
research
relationships with,
outside the
university?

In what capacities
do you invite
people to engage
with your
research?

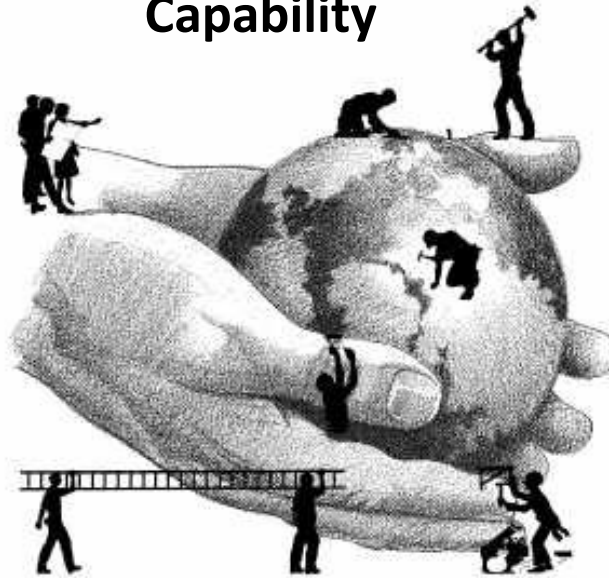


Understanding



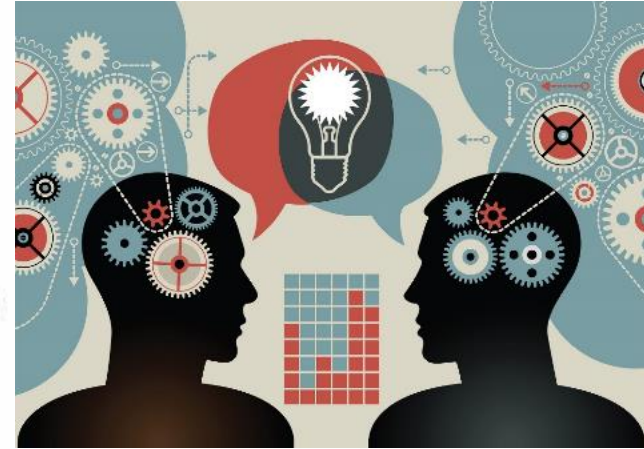
Stimulating curiosity,
understanding and
empathy

Capability



Building capacity and
strengthening
networks

Innovation



Improving decision
making and the way
things work

How?

Public engagement in practice



How engage with the public?



INSPIRING

Inspiring, involving
and informing the
public about
research

CONSULTING

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

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

COLLABORATING

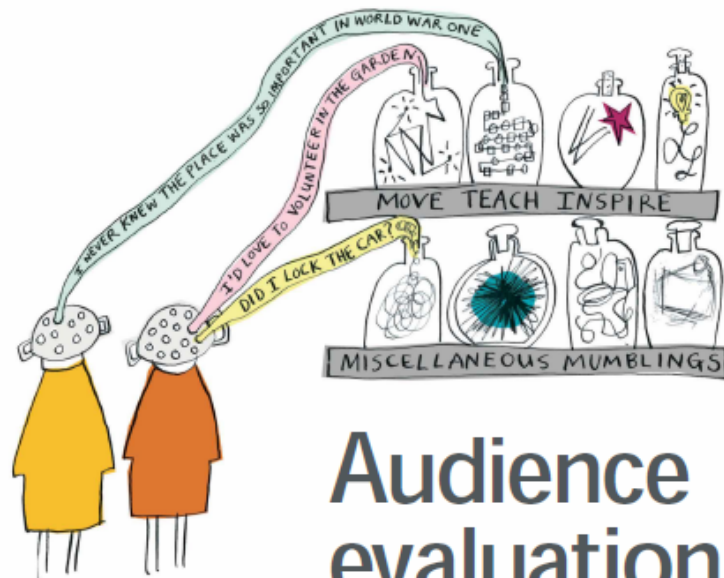


INSPIRING

festivals media

public lectures
and talks





National
Trust

Audience evaluation

Interpretation with insight

We can't read minds... but we can ask what visitors think and study their behaviours. This guide explains how to use evaluation to create really engaging interpretation. It's not rocket science: everyone can evaluate as long as you are open, willing to talk to people and follow the principles outlined in these pages.

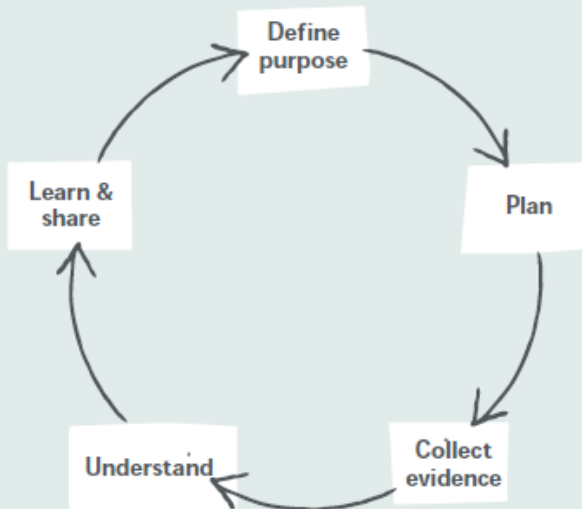


Getting started

Every evaluation process should follow five basic steps.

1. **Purpose.** What do you need to find out from visitors? Write evaluation aims and objectives that will help you deliver your interpretation goals. (See page 6).
2. **Plan.** Design evaluation methods that fit your objectives. Be realistic: what will you have time and resources to do? When do you need feedback so that you can act on it? (See page 10).
3. **Collect evidence.** Gather data from your sample audience. Will you do the research in-house or do you need to bring in specialist external support? (See pages 16-30).
4. **Understand.** Understand what the data means. What information does it give you? What can you learn? (See pages 32-34).
5. **Learn and share.** The most important bit: use the results! Summarise your findings, share with your team and others across the Trust and agree the lessons learned. If you need to introduce changes, repeat the evaluation cycle. (See pages 36-37).

The evaluation cycle





INSPIRING

festivals media

public lectures
and talks

How engage with the public?



INSPIRING

festivals

media

public lectures
and talks

CONSULTING

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public's views, concerns
and insights

How engage with the public?



INSPIRING

festivals media
public lectures
and talks

CONSULTING

public
dialogues advisory
groups



Synthetic Biology Dialogue

How engage with the public?



INSPIRING

festivals media
public lectures
and talks

CONSULTING

public
dialogues advisory
groups

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

COLLABORATING

How engage with the public?



INSPIRING

festivals media
public lectures
and talks

CONSULTING

public
dialogues advisory
groups

citizen
science co-produced
research knowledge
mobilization

COLLABORATING



Community Animation & Social Innovation Centre

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[CASIC Internal Launch](#)

[Working Paper Series](#)

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Community Animation and Social Innovation Centre (CASIC)

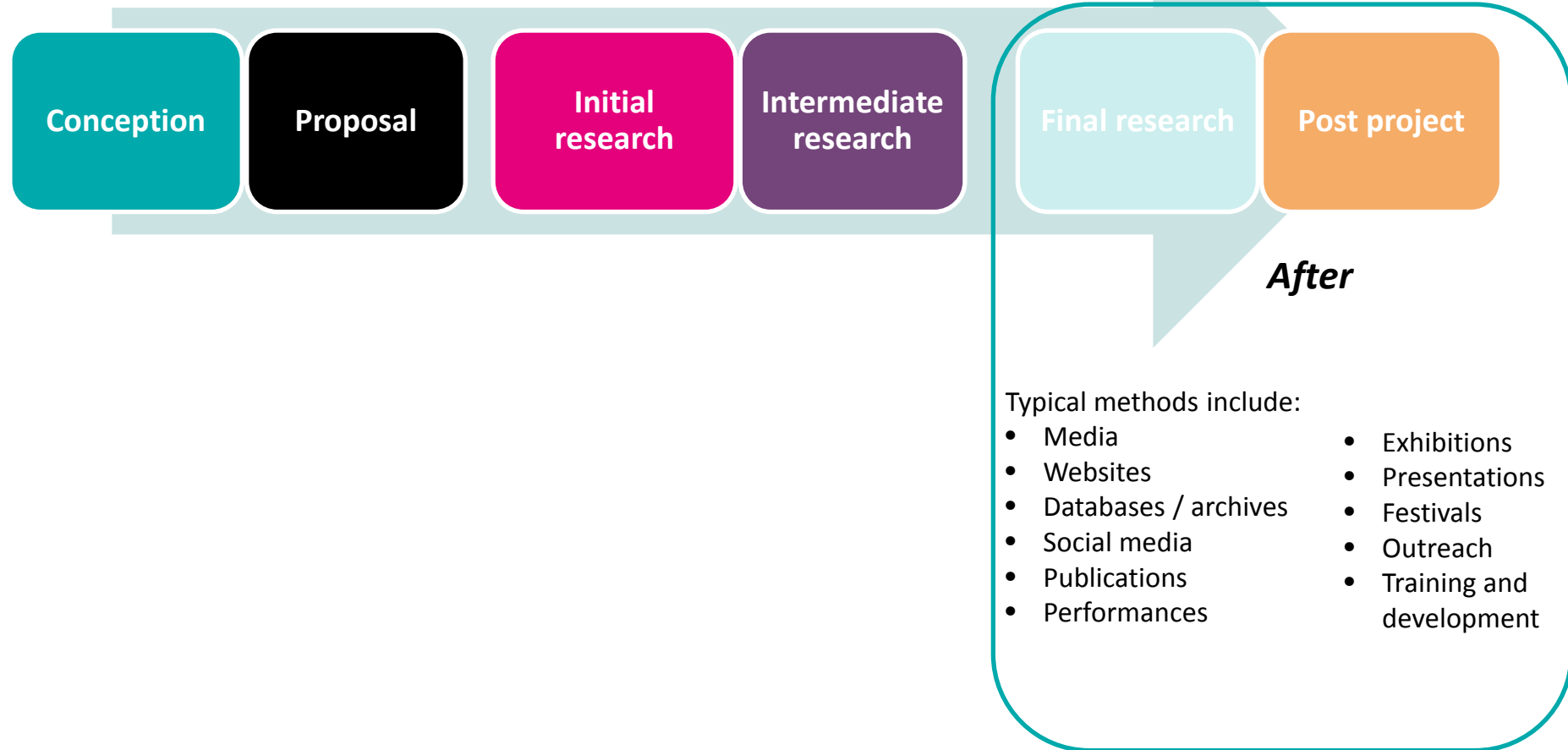
Director: Professor Mihaela Kelemen



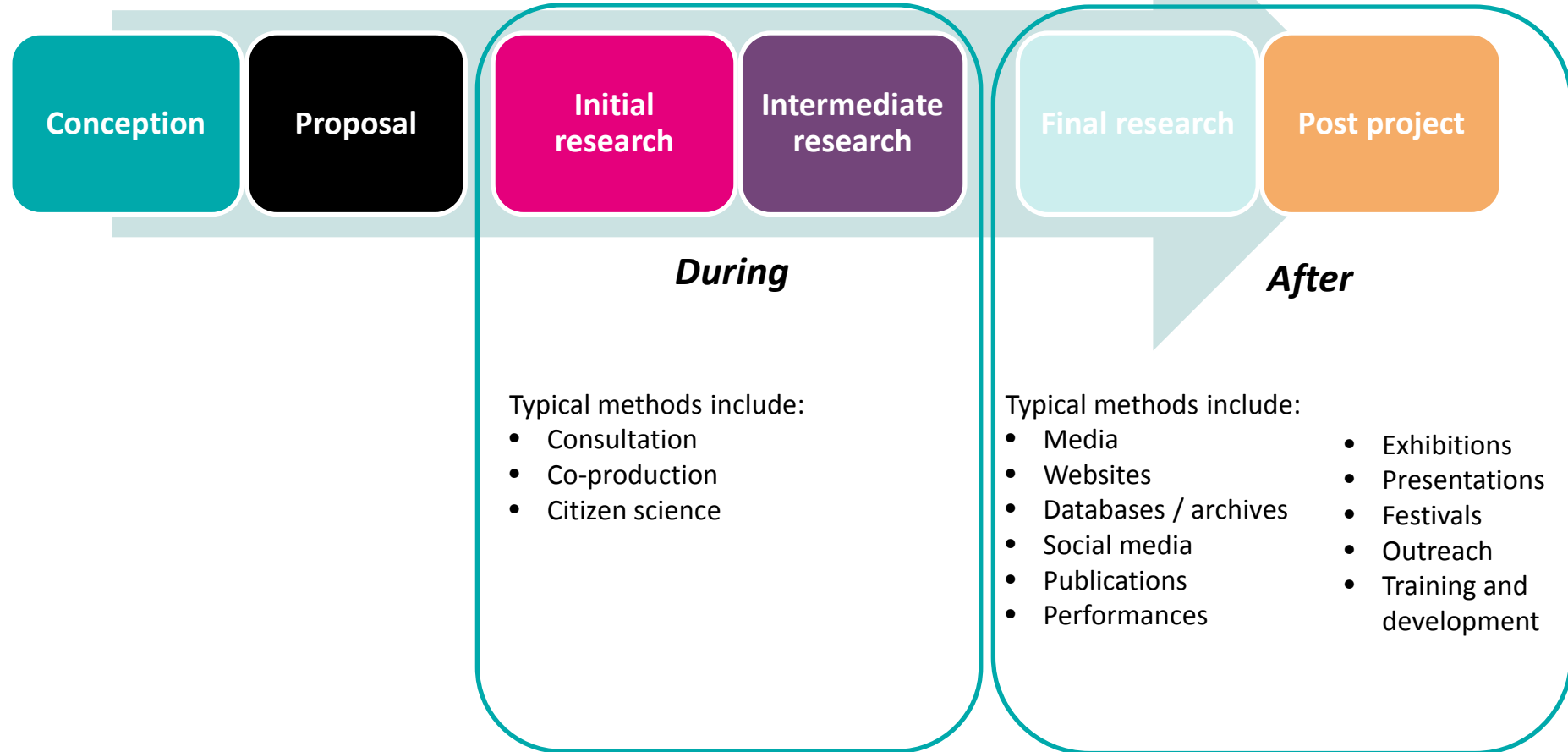
WHEN are researchers choosing to engage with the public?



WHEN are researchers choosing to engage with the public?



WHEN are researchers choosing to engage with the public?



WHEN are researchers choosing to engage with the public?



Conception

Proposal

Before

Typical methods include:

- Focus groups
- Advisory groups
- Co-design processes
- Network-building

**Initial
research**

**Intermediate
research**

During

Typical methods include:

- Consultation
- Co-production
- Citizen science

Final research

Post project

After

Typical methods include:

- Media
- Websites
- Databases / archives
- Social media
- Publications
- Performances
- Exhibitions
- Presentations
- Festivals
- Outreach
- Training and development

When?



How?

CONSULTING

Actively listening to the public's views, concerns & insights

INSPIRING

Inspiring, involving and informing the public about research

COLLABORATING

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

When and how do you typically engage with the public about your research?



How?

CONSULTING

Actively listening to the public's views, concerns & insights

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Impact Pathways

Opportunity or need

Who are we engaging with?

Purpose for engaging

What difference could engagement with research help to make?

Methods and approaches

How are people being engaged with the research?

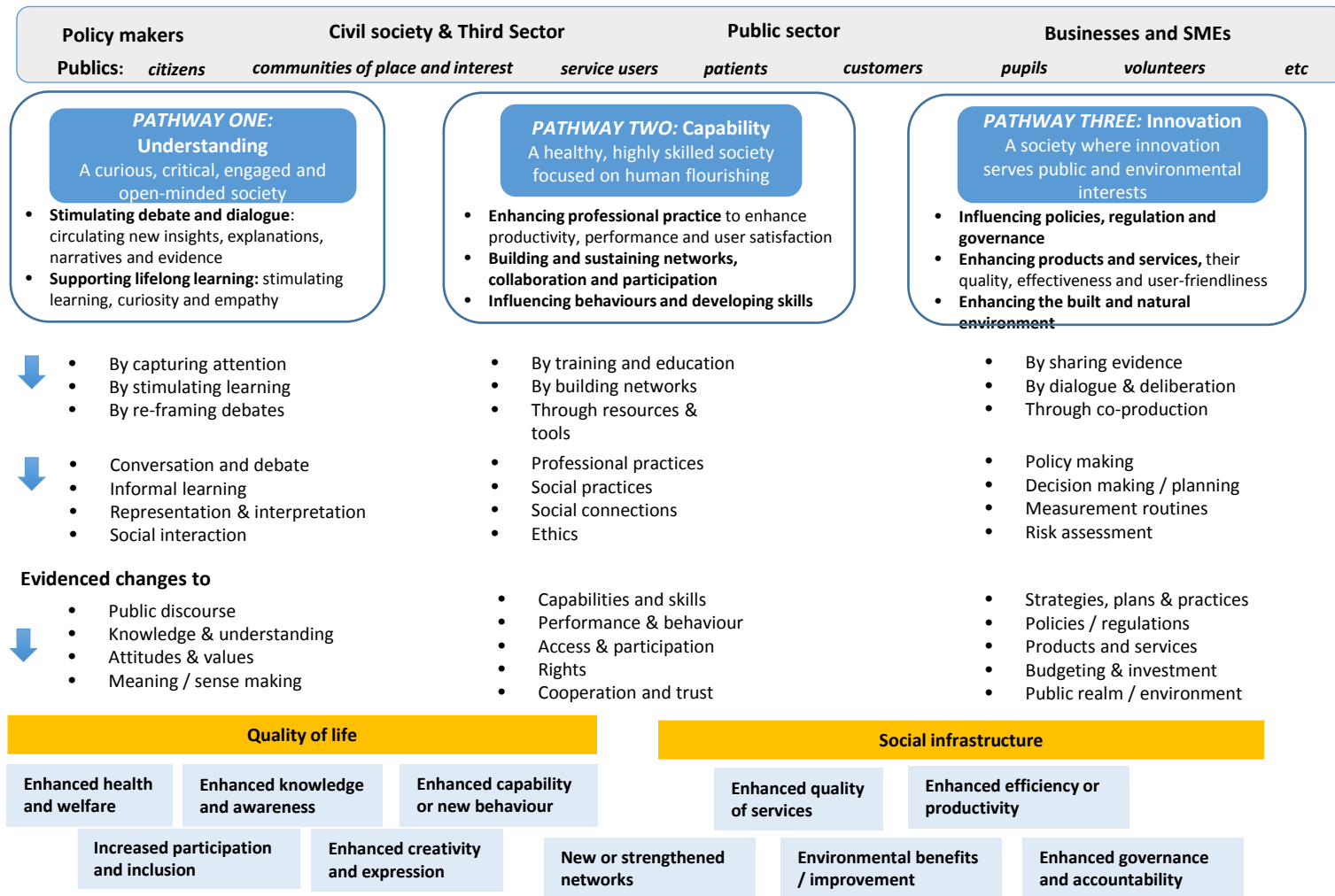
Research uptake and use

What happens as a result?
What is influenced as a result of this interaction?

Outcomes and impact

What has changed as a result, to which aspects of public life?

With what impact?



Taking stock



**Community
development**

**Science
communication**

Lifelong learning



**Responsible Research
& innovation**



**Participatory action
research**

**International
development**

Arts based practices

**Dialogue and
deliberation**

User-centred design

**Evidence based
policy**

**Knowledge
mobilisation**

Business engagement

**Patient and Public
Involvement**

[HOME](#)



**KEEP
CALM
AND
CREATE VALUE**

relevance

- Research and teaching are more finely tuned to society's needs
- Innovation flourishes as new ideas & insights flow into HEIs
- Research outputs are easily accessible and widely used

accountability



- The purposes and impact of research are understood and valued by wider society
- Those with a stake in research feel they can influence investment priorities
- University governance is transparent and effective

value

social responsibility

- Universities are seen to act in socially responsible ways, contributing to social mobility and addressing societal challenges
- Universities are experienced as good neighbours by the communities around them

trust

- Universities are trusted to act ethically and responsibly
- New, controversial areas of research are debated and public attitudes taken account of

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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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for Public Engagement**

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