

Can universities change?

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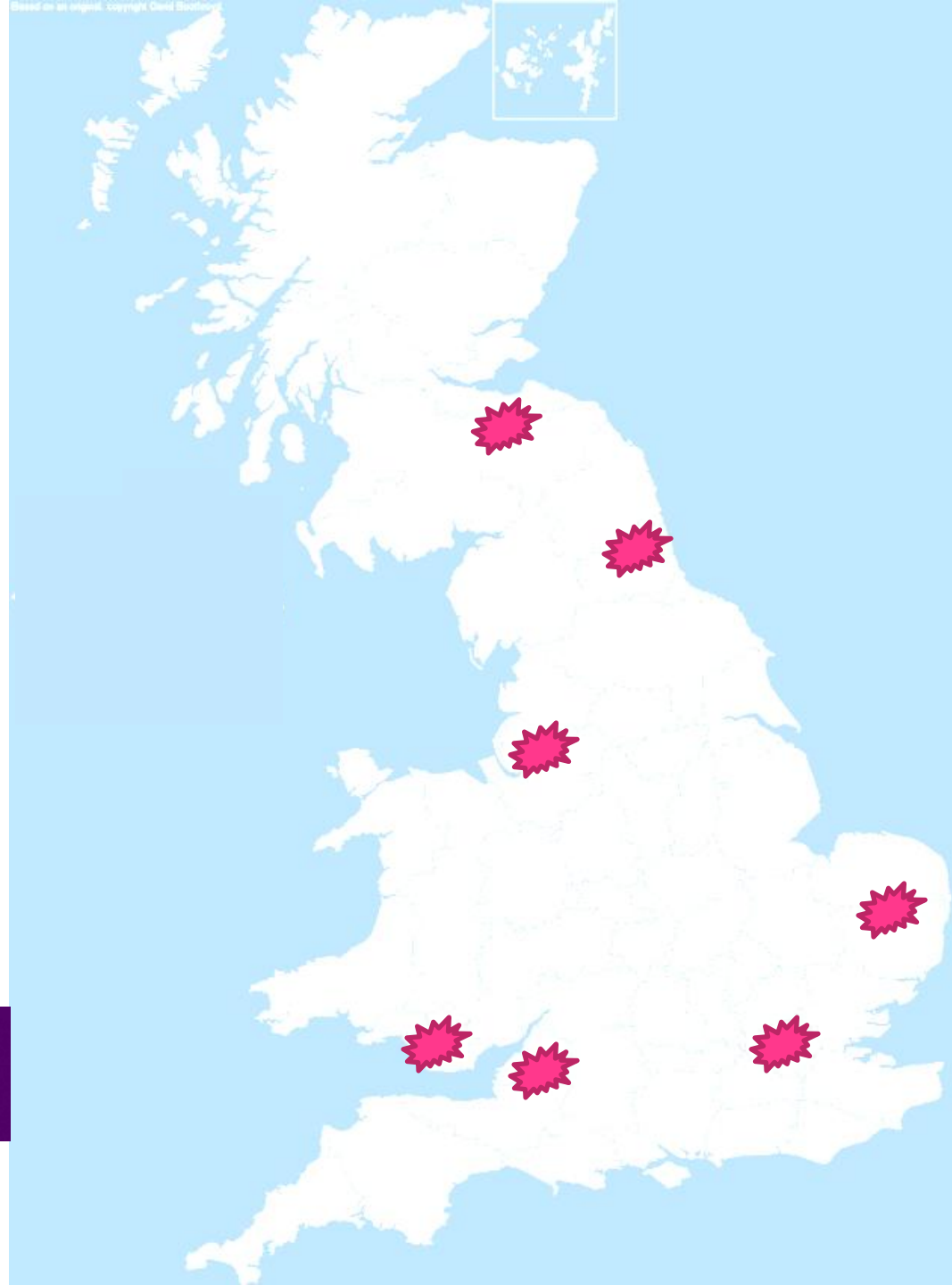
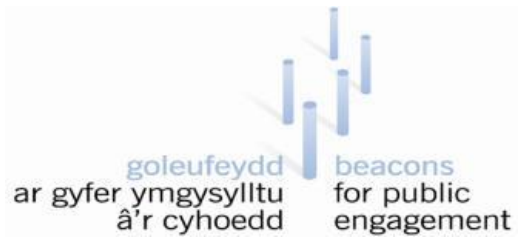
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A story of
change.....



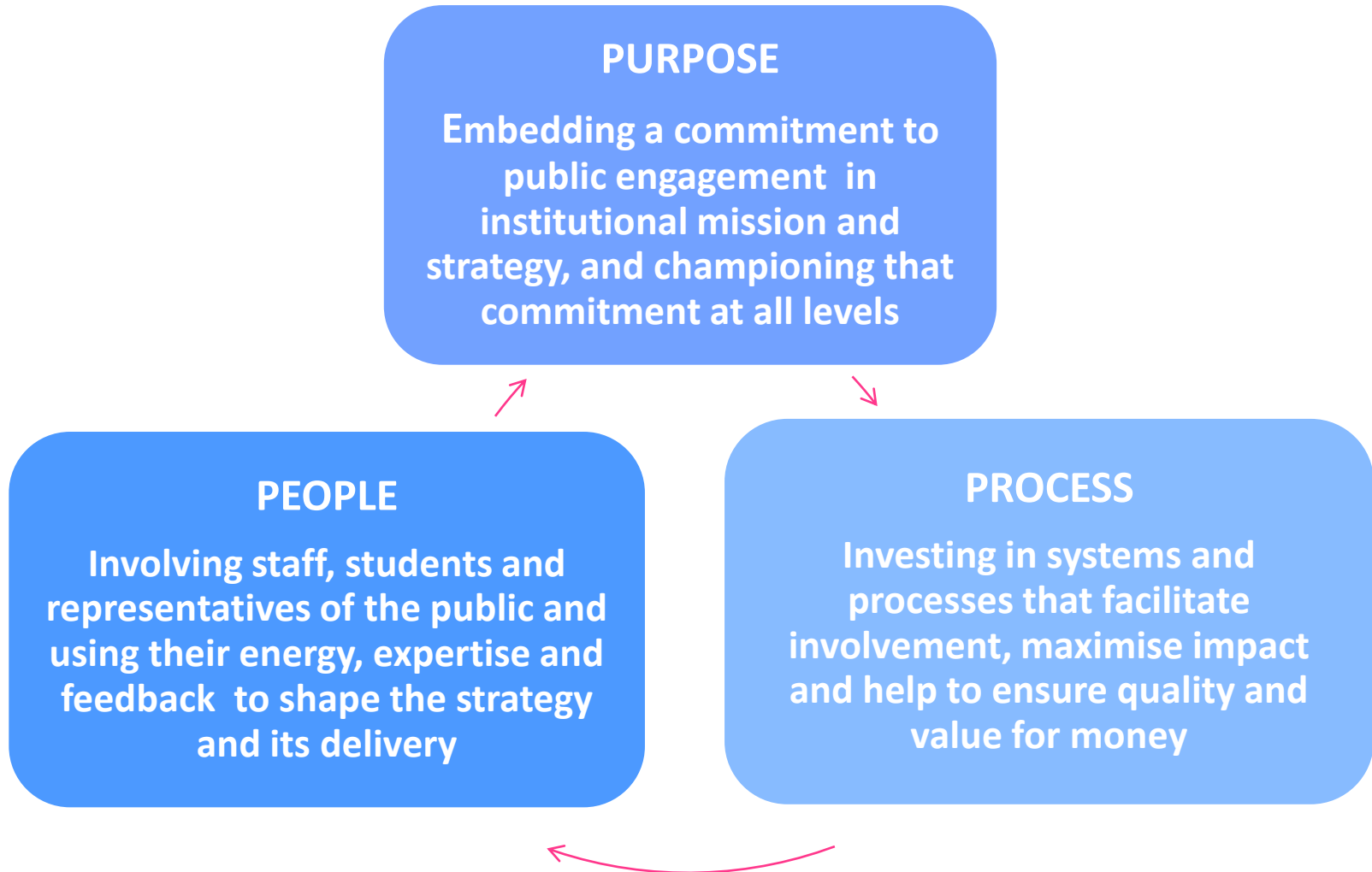


Manchester Beacon
connecting people, place & knowledge





Focal points for embedding engagement



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PURPOSE

Embedding a commitment to public engagement in institutional mission and strategy, and championing that commitment at all levels

Mission	Create a shared understanding of the purpose, value, meaning and role of public engagement to staff and students and embed this in your strategy and mission.
Leadership	Support champions across the organisation who embrace public engagement
Communication	Communicate consistent, clear messages to validate, support and celebrate it, and ensure open and two-way communication with members of the public and community organisations.

Focal points for embedding engagement

Reward	Recognise and reward staff involvement within recruitment, promotion, workload plans and performance reviews, and celebrate success with awards or prizes.
Support	Co-ordinate the delivery of public engagement to maximise efficiency, target support, improve quality, foster innovation, join up thinking and monitor involvement and impact.
Learning	Provide opportunities for learning and reflection and provide support for continuing professional development and training

PROCESS

Investing in systems and processes that facilitate involvement, maximise impact and help to ensure quality and value for money

Focal points for embedding engagement

PEOPLE

Involving staff, students and representatives of the public and using their energy, expertise and feedback to shape the strategy and its delivery

Staff	Ensure that all staff – in academic and support roles – have opportunities to get involved in informal and formal ways.
Students	Proactively include and involve students in shaping the mission and in the delivery of the strategy, and maximise opportunities for their involvement.
Public	Invest in people, processes and infrastructure to support and nurture the involvement of individuals and organisations external to the HEI

What else changed?





**....and they all lived happily ever
after?**

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