Public Engagement Masterclass: Public Engagement, Widening Participation or Outreach?
What is 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”

National Coordinating Centre for Public Engagement
“The level of engagement, the interest of the public, the opportunity to be creative and dynamic... it was a fantastic opportunity to try out new things and to see that there are very different ways of operating as an academic”

Academic feedback
• The University’s Good Research and Innovation Practices policy
  www.sheffield.ac.uk/ris/grip
• Minimum accepted practices in public engagement
• Higher practices to aspire to
Introduction to the Public Engagement and Impact Team

- Introduction to the Public Engagement and Impact Team
- The masterclass series
- What we can do to help?
## Faculty Support

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
<td>Arts &amp; Humanities</td>
<td>Amy Carter</td>
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<tr>
<td>Engineering</td>
<td>Sara Unwin</td>
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<tr>
<td>Medicine, Dentistry and Health</td>
<td>Nicola Strafford</td>
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<tr>
<td>Science</td>
<td>Greg Oldfield</td>
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<tr>
<td>Social Sciences</td>
<td>Amy Carter</td>
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<tr>
<td>Impact</td>
<td>Cliona Boyle</td>
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Contact: engage@sheffield.ac.uk
<table>
<thead>
<tr>
<th>Masterclass title</th>
<th>Date</th>
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<tbody>
<tr>
<td>21: What to think about when organising your public engagement event</td>
<td>24 February 2015</td>
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<tr>
<td>22: Working in partnership with others</td>
<td>25 March 2015</td>
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<tr>
<td>23: Coordinating large scale public engagement</td>
<td>29 April 2015</td>
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<tr>
<td>25: Grant writing and impact</td>
<td>24 June 2015</td>
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<tr>
<td>26: Writing a risk assessment for your event/ event planning</td>
<td>29 July 2015</td>
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<td>27: How to identify, approach and work with stakeholders</td>
<td>30 September 2015</td>
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<td>28: How to communicate your event</td>
<td>28 October 2015</td>
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<td>29: Storytelling in public engagement</td>
<td>25 November 2015</td>
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<td>30: Some ideas about how to evaluate your public engagement event</td>
<td>16 December 2015</td>
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## Outline of session

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
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<tbody>
<tr>
<td>2.00 – 2.10pm</td>
<td>Welcome</td>
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<tr>
<td>2.10-2.25pm</td>
<td>Setting the context - Alison McKenzie</td>
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<td>2.25 – 2.35pm</td>
<td>Practicalities - Denise Brooks</td>
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<tr>
<td>2.35 – 2.45pm</td>
<td>Widening Participation - Julian Crockford</td>
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<tr>
<td>2.45 – 3.15pm</td>
<td>Group exercise</td>
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<td>3.15 – 3.30pm</td>
<td>Feedback on group exercise</td>
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<tr>
<td>3.30 – 3.50pm</td>
<td>Graham Moore, Museums Sheffield</td>
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<tr>
<td>3.50pm</td>
<td>Questions and close</td>
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</tbody>
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Which faculty are you in?

A. Arts & Humanities
B. Engineering
C. Medicine Dentistry & Health
D. Science
E. Social Sciences
F. Other
Are you...

A. Academic staff
B. Non-academic staff
C. Post-graduate student
D. Other

25% 25% 25% 25%
How much do you know about the differences between outreach, public engagement and widening participation?

A. A lot
B. Quite a lot
C. A little
D. Nothing
How much do you know about issues to consider when organising events for children?

A. A lot
B. Quite a lot
C. A little
D. Nothing
Outreach

Widening Participation programmes and processes

- Widening Participation teams
  - Central & Faculty
- Targeting schools/pupils
- Reports to OFFA
  - Activities/spend/impact

WPREU

Evaluation and research

- WPREU – Widening Participation Research and Evaluation Unit
- Evaluate activities aimed at WP students
- Research into WP student experiences
Is it all outreach?

- Sharing research work with Industry/working in partnership
- Sharing knowledge with the public
  - Festival of the Mind/Life/Dream Bigger Dreams
- Opening our doors to share the University with the wider community
- Supporting Community Groups
  - Sheffield Volunteering, In the City, Enterprise, Storying Sheffield
- Engaging potential students of the University
  - Recruitment & Widening Participation/Fair Access
Do the test

- Open audience and geared to publicising / disseminating research? – PE

- Targeted audience and geared to encouraging take up of HE by under-represented groups? – WP
What do we mean by Widening Participation?

- “Most able least likely” to progress to HE
- Defined by Access Agreement & specific funding
- Identified schools with low attainment & progression to HE
- Targeting young people and mature learners
- Based on basket of indicators of disadvantage:
  - First generation
  - Postcode
  - Parental occupation
  - Minority group – BME, disability
  - Looked After Children & Care Leavers
  - Faculty priorities for under-represented groups
WP Outreach

Civic Engagement
- Both Pre & Post-16 + Mature
- Delivered collaboratively
- Focus on aspiration raising within SCR and wider Yorkshire region

Targeting
- By school or individual level
- Focused on most deprived areas
- Potential to progress to HE, not just TUoS

Widening Participation to TUoS

Pre-16 Activity
- Sustained Engagement
- Interdisciplinary
- Focus on attainment raising and progression to Post-16 schemes

Post-16 Activity (inc Mature)
- Sustained Engagement
- Subject focused
- Focus on attainment raising and progression to TUoS

Key audiences
- Looked After Children / Young Carers
- Underrepresented Ethnicities and Genders
- Disabled Students
- Mature Students

Targeting
- Individual level
- Focused on HESA PIs (POLAR3, NS-SEC) supported by other indicators
- Targeted at G&T learners from WP backgrounds
- Nationwide recruitment (where possible)

National Focus
- Support transition of WP applicants to TUoS regardless of location

Targeting
- By school or individual level
- Focused on most deprived areas
- Potential to progress to HE, not just TUoS

Targeting
- Individual level
- Focused on HESA PIs (POLAR3, NS-SEC) supported by other indicators
- Targeted at G&T learners from WP backgrounds
- Nationwide recruitment (where possible)
Challenging targets

- Increase percentage of intake from lower social class (NS-SEC 4-7) by 3.5% over the period 2015-19 (baseline of 20.7% 2013/14)
- Increase percentage of intake from LPN (POLAR3 Q1) by 1% over period 2015-19 (baseline of 8.2% 2013/14)
- Maintain percentage of intake from state schools at 83% over period 2015-19 (baseline of 85.8%)
- Increase the number of PT mature students from 85 to 99 over the period 2015-19 (baseline of 85 2013/14)
Working together to support both Widening Participation and Public Engagement

Faculty driven WP activity can draw upon the expertise of central WP staff and resources and vice versa

WP colleagues welcome academic colleagues’ input to WP activity; this can also publicise your work

If a WP activity, WP colleagues can support with templates, advice and WPREU with evaluation framework

Contact us to explore ideas - outreach@sheffield.ac.uk
Denise Brooks
Practicalities of engaging with children

**Safeguarding**
- Under 18s
- DBS checks
- Risk Assessment

**Content**
- Audience
- Pitch
- Practical

**Delivery**
- Staffing
- Resources
- Timing

**Schools**
- Contacts
- Level of engagement
- Evaluation
Julian Crockford - WPREU
Group exercise – event planning

• Scenario

A secondary school has approached you with a request for a group of 40 x Y9 students to have some subject specialist input in your area of research

Use the templates to help you begin to consider what sort of visit you could offer them

• Templates
  • Planner - logistics
  • Planner - session content
  • Risk assessment (inward visit)

• Feedback and questions on planning exercise
Graham Moore – Museums Sheffield
How much have you learnt about the differences between outreach, public engagement and widening participation?

A. Quite a lot
B. A small amount
C. No new information
D. Don’t know

25% 25% 25% 25%
How much have you learnt about issues to consider when organising events for children?

A. Quite a lot
B. A small amount
C. No new information
D. Don’t know

25% 25% 25% 25%
Opportunities for engagement – what is coming up?

- Ideas Bazaar - September 2015
- Mobile University - September 2015
- Festival of Social Science - November 2015
- Krebs Festival - November 2015
For further information contact:

engage@sheffield.ac.uk

@UniShefEngage

#GetEngaged
Questions
To Discover And Understand.