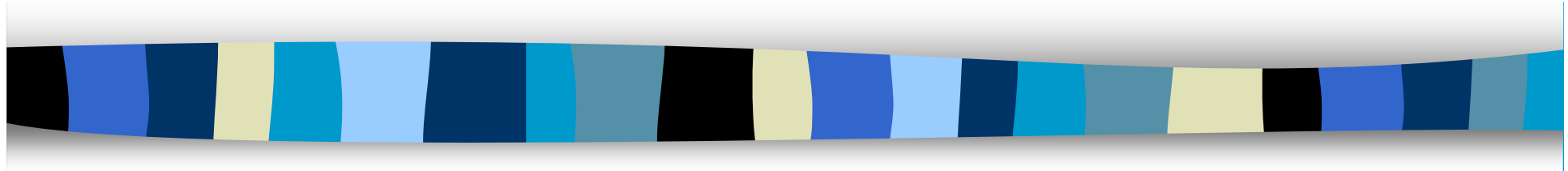


# Behaviour change, of:



**Researchers**

**Funders**

**Policy-makers**

**Kathy Sykes**

Professor of Sciences and Society



# My roles:

- University of Bristol
- Other Universities
  
- Funders eg EPSRC
- Policy-makers
  
- 'experiences'





University of  
BRISTOL

**Support**



**Celebrate** champions, publicising successes, prizes

**Mission**



the 'Engaged University'

**Support**



**Reward**

promotions criteria

**Celebrate**

champions, publicising successes, prizes



Publics

education committee

**Mission**

engaged university steering group

**Support**

Publics

Centre for PE

engagers network

**Reward**

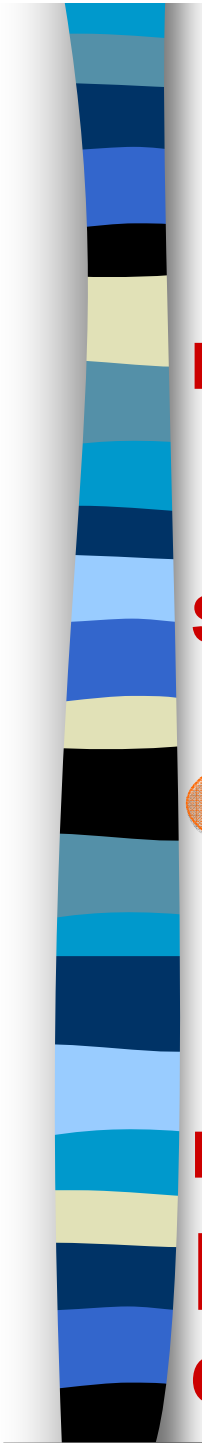
promotions criteria

**Public**

public & external groups – influencing agendas

**Celebrating**

champions, publicising case studies, prizes, awards



# Embedding PE

## - 6 triggers

- **Mission**
- **Support**
- **Reward**
- **Students**
- **Public**
- **Celebrating**

The National Co-ordinating Centre for Public  
Engagement

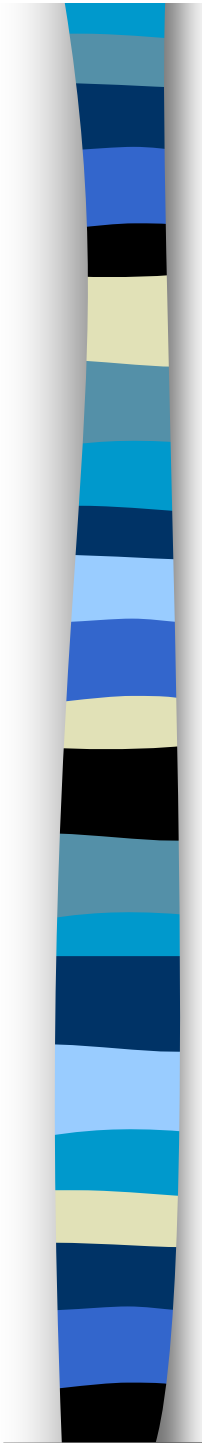





## How to embed public engagement: six triggers

<b>MISSION</b>	Create a shared understanding of the purpose, value, meaning and role of PE to staff and students and embed this in your strategy and mission, with leaders actively promoting this commitment.
<b>REWARD</b>	Recognise and reward staff involvement within recruitment, career promotion, professional development and training, workload plans and performance reviews.
<b>SUPPORT</b>	Coordinate the delivery to maximise efficiency, target support, improve quality, foster innovation, 'join up' thinking, and monitor involvement and impact.
<b>STUDENTS</b>	Remember to include and involve students in shaping the mission and in the delivery of the strategy.
<b>PUBLIC</b>	Involve the public in the governance of the institution and through regular community dialogue and activity.
<b>CELEBRATE</b>	Communicate widely to encourage and share effective practice and to celebrate success, within the institution and the wider world.

# www.publicengagement.ac.uk





 national  
co-ordinating centre  
for public engagement

[Skip to content](#) | [Home](#) | [Contact](#) | [Accessibility](#)

[About the NCCPE](#) | [What is Public Engagement?](#) | [Getting Started](#) | [Research](#) | [News & Events](#) | [The Beacons](#)

## How should universities engage with the public?





**Introducing Public Engagement**  
[View a transcript of this video.](#)

**Sign up for our newsletter**

Our newsletter keeps you up to date with our research and events, as well as highlighting news about public engagement.

### Get your feet wet

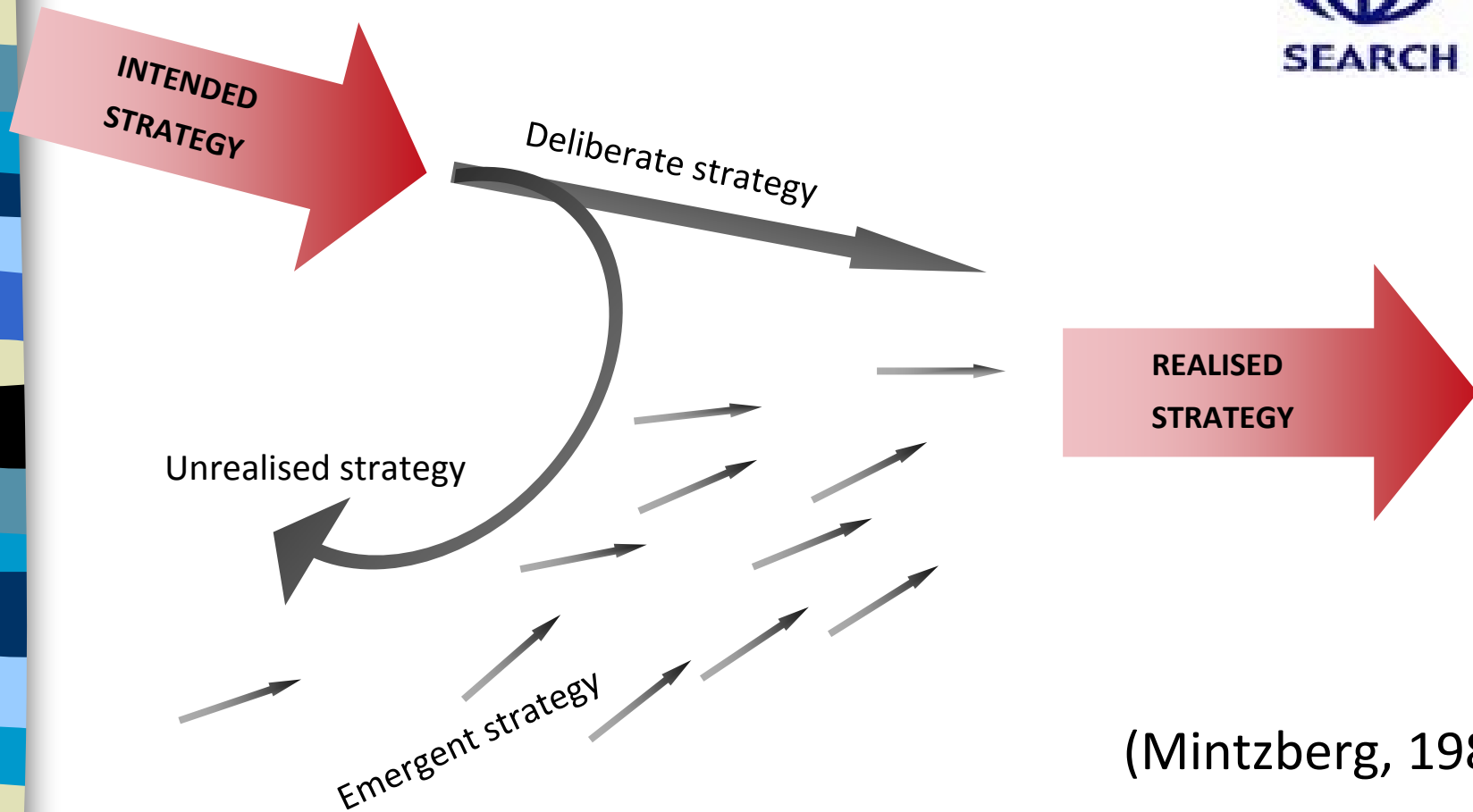
Welcome to our website. Whether you are a seasoned practitioner with wide-ranging experience of public engagement, or you are just at the stage of finding out more, you've come to the right place. We hope you will be inspired to get involved in our work, to inspire a culture shift in how universities and research institutes engage the public.

- ▶ Find out more [about us](#)
- ▶ Get involved in our [research programme](#)
- ▶ Review our [public engagement framework](#) and tell us what you think
- ▶ Come to an [event](#)
- ▶ Find out about our [student volunteering project](#)
- ▶ [Get in touch](#) to tell us about your own work

### NCCPE News

**Action Research:** We are currently looking for people to join our action research groups. If you are a Head of Department we would love to hear from you. Find out more about the

# Deliberate & emergent change strategies



(Mintzberg, 1987)

# EPSRC - culture change

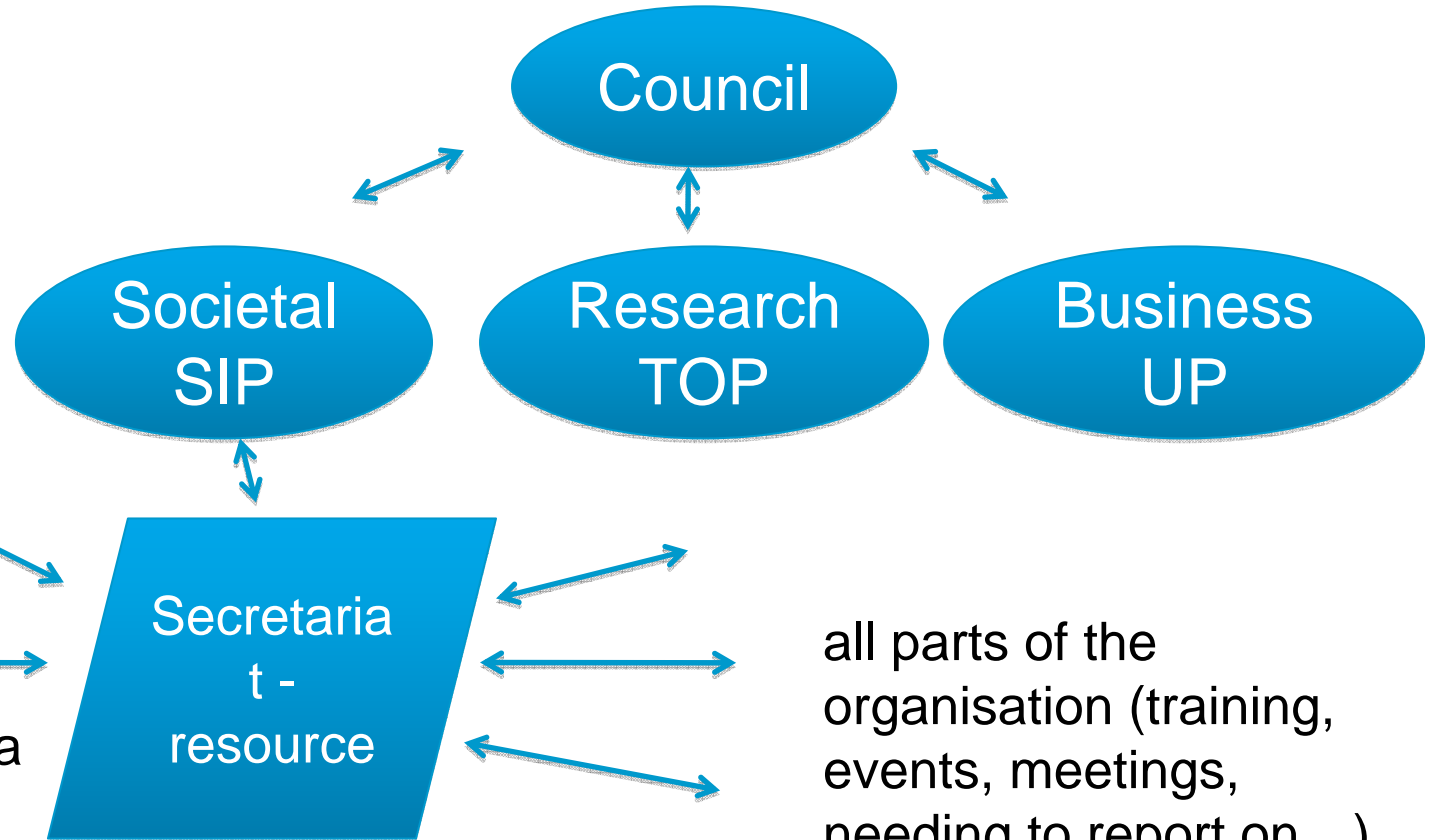
**Mission**

**Support**

research communities  
(senior media fellows, awards etc)

**Public** influencing research agenda - nanomedicine

**Celebrating** champions, publicising successes





# Richard Jones

Sciencewise  
Collection:  
*The road ahead*

