

# Outreach and Public Engagement Leadership Programme

## Introduction

The Outreach and Public Engagement (OPE) Leadership programme has been developed specifically for academic/teaching staff with an interest in taking a more strategic approach to outreach and public engagement. It is specifically for research and teaching staff in physics and STFC-funded research groups. Users of STFC-funded facilities and staff within those facilities with responsibility for outreach and public engagement are also eligible.

The leadership of outreach and public engagement can include anything from being tasked to develop a more strategic approach for activities within your department or research group (i.e., you may be developing a strategy, delivering a training programme, developing resources for others to use), through to a formal role (i.e., outreach lead or champion for public engagement).

Taking a participant-led approach, the programme will build your confidence in advocating for outreach and public engagement at a senior level, influencing others at different levels and in a range of job families across the organisation, and ensuring that your activities are sustainable.

Through the programme, you will be supported to develop a strategic approach to outreach and public engagement, connect with peers at other institutions to learn how others are leading outreach and public engagement, and hone your leadership skills for future roles.

The support programme consists of the following elements:

- Bespoke advice through one-to-one mentoring from one of our experienced mentors
- Facilitated online workshops which introduce core material
- Peer group support and networking opportunities to learn from others
- Resources and reading materials for self-directed learning

The OPE Leadership programme is funded by The Ogden Trust and STFC.

The programme lead facilitators are David Owen and Helen Featherstone, PhD who have extensive experience leading public engagement and developing others' skills and confidence in outreach and public engagement.

You can find out more about David, Helen and the mentors in the programme overview on page 4.

## **Feedback from previous participants**

We are in the second year of the programme. Our first evaluation reported that:

- 91% of participants feel more confident leading outreach and public engagement as a result of the programme
- 82% felt the programme had developed their knowledge and skills in leading Outreach and Public Engagement
- 82% reported that they had made substantial progress developing their leadership approach
- 64% said they had made significant progress engaging others with their outreach and public engagement strategy

**“I feel more reassured in what I do and have made some changes in what I do as a result of conversations during this programme. I think this is making a positive impact on the way others around me buy into what I do.”**

**“The programme was incredibly useful – hearing about the challenges that others face in various roles also helped make me feel not alone!”**

**“As an academic researcher, it was extremely valuable to get more guidance from someone in the public engagement profession and see my work more through their lenses. With my mentor, I was able to make a lot of progress in my work there.”**

## **Programme overview**

The programme will reflect your needs but will include support around the following:

- Developing your approach to leading outreach and public engagement
- Thinking strategically
- Advocating for outreach and public engagement at a senior department level
- Engaging others with your strategy
- Access to networks and expertise
- Navigating change

- Writing strategic documents
- Leveraging your institution's mission and priorities
- Project management and overseeing budgets
- Line management
- Writing business cases for roles and budgets

We ask that each participant come to the programme with a particular goal. This goal can be a personal goal. For instance, developing your leadership skills. Or a goal relevant to your organisation, for instance, creating a new public engagement strategy for your department.

Once you have been accepted onto the OPE Leadership programme, you will have a short meeting with the programme leads to explore your goals for the programme. This will help you get the most from the programme and ensure we can tailor the programme content to the group's needs.

### **Interactive workshops**

There will be up to six interactive workshops. The first and last will be in-person/hybrid (depending on participant needs), with the other workshops being online.

#### **Workshop 1: Orientation and introduction**

- Leadership and leadership styles in the context of OPE
- How might you lead high-quality public engagement?

#### **Workshop 2: Developing and implementing your OPE strategy**

- What are the key components of a strategy?
- How might you engage others in developing and implementing a strategy?
- How do you measure success?

#### **Workshop 3: Navigating policy drivers for OPE**

- Mapping out the key institutional levers for OPE
- How can you leverage these drivers to build a case?

#### **Workshop 5: Equality, diversity and inclusion in OPE leadership**

- What is equality, diversity and inclusion in the context of OPE?
- How do you deliver inclusive leadership?

#### **Workshop 6: Wrap up and celebration**

- Evaluating your distance travelled and reporting back on your goal for the programme
- Skill sharing sessions and next steps

## **Peer groups**

You will be allocated into small peer groups of up to six people. These groups will meet approximately three times, at times that are convenient for the group. The meetings will be online and an opportunity to work with others on issues that you are currently dealing with or expecting to encounter in the near future. Helen or David will host the groups.

## **Resources and reading**

You will be provided with copies of all the materials used in the workshops and peer groups, along with follow-up materials if you wish to extend your reading.

## **Key dates for your diary**

The first workshop will be held on 15 September 2022 (the day after the Interact 2022) and will take place in either Bristol or Cardiff. Bursaries are available to cover the additional overnight hotel costs if needed. The event will be run hybrid if attending in person isn't possible for you. We'll ask you to express a preference in the application form.

## **How much time commitment does the programme take?**

We estimate that each participant will need to allocate between 3–5 hours per month to participate in the programme.

This accounts for:

- Attending the workshops and peer group discussions
- 1-1 mentoring
- Additional reading you may choose to undertake

Our hope for the programme is that by providing you with support for leading outreach and public engagement, helping you develop your leadership approach, and by connecting you with peers and external expertise, the course will save you more time in the long run than you put into it.

## **Introducing David, Helen, and the mentors**

### **David Owen, Gurukula Ltd**

David has over 15 years' experience working with leadership teams in UK higher education institutions supporting the embedding of outreach and public engagement in strategy. He has previously worked with universities to help them develop, implement, and review public engagement strategies and has co-authored several reports on public engagement leadership, including:

- University Governance for Public and Community Engagement, a report for the University of Brighton as part of their [UKRI SEEPER Grant](#) (2018)
- [Engaged University: turning words into action](#), (UCL/NCCPE, 2019)
- [A field guide to public engagement and culture change](#) (University of Bath, 2021)

David is an ILM level 7 equivalent accredited coach with a wealth of facilitation, training and mentoring experience. Competent with online and in-person delivery and blended learning since the COVID-19 pandemic, he has successfully delivered continuing professional development courses, research and advocacy courses and brought stakeholders together on a \$25 billion investment to review progress and identify action plans.

### **Helen Featherstone, PhD, Independent Consultant**

Helen has been leading public engagement in higher education since 2012 and has been working in the public engagement and science communication sector for over 20 years. Helen is known for her excellent training and professional development interventions – with participants particularly valuing the expertly facilitated opportunities to learn together, to bring new ideas to their practice, and to hear real-life examples drawn from Helen's own experiences.

Helen recently led the UKRI-funded SEE-PER project: ChallengeCPD@Bath, which examined public engagement training and professional development for academics. Helen was involved with setting up the NCCPE's Engage Academy and has been a mentor on that programme and for public engagement leads in Wellcome-funded research centres.

### **The mentors**

The mentors we bring in will depend on the needs of the participants. Our mentors have extensive experience leading outreach and public engagement in universities. They are experts in: senior leadership for outreach and public engagement; culture change in universities; evaluation; high-quality public engagement and outreach; strategy development; and influencing upwards. They will help you understand your circumstances and identify effective approaches to leadership in your setting. The mentors will share their first-hand experiences, point you to relevant resources, and connect to others in the field whom you could benefit from speaking with.

## **Contact**

- If you have any questions about the programme, please contact:

David Owen

[david@gurukula.co.uk](mailto:david@gurukula.co.uk)

[www.gurukula.co.uk](http://www.gurukula.co.uk)

Helen Featherstone

[featherstone.helen@gmail.com](mailto:featherstone.helen@gmail.com)

David and Helen will also be available online for two drop-in zoom sessions to answer any questions you may have. Details can be found on page 7.

## Application process and assessment criteria

You will need to apply to be on the OPE Leadership programme. Your application will be assessed by members of the Gurukula team, Ogden Trust, and STFC staff. If you are unsuccessful, you will be given feedback.

[You can access the application form here](#). A summary of what will be required can be found at the end of this document.

### Who is eligible?

- ✓ You are research or teaching staff in a physics department or group, or STFC-funded research group.
- ✓ You have responsibility for outreach and public engagement at a departmental /research group (or equivalent) level.
- ✓ STFC facilities users and staff with responsibility for outreach and public engagement

You must have some current experience of leadership for outreach and public engagement that is likely to continue over the duration of the programme. This experience can be very new.

- ✗ Members of the Ogden Outreach Officers Network are NOT eligible.

The assessment panel will use the following criteria to decide if the OPE Leadership programme is the right programme for you:

1. Your current level of strategic oversight and leadership for outreach and public engagement
2. Your commitment to developing your leadership in outreach and public engagement
3. Your departmental commitment to outreach and public engagement

The panel will also be looking to create a cohort that is geographically distributed across the UK.

We encourage applications from those who are currently under-represented in outreach and public engagement leadership, including disabled, D/deaf and neurodiverse people, LGBTQ+ people, and people from Black, Asian and Ethnic Minority backgrounds and working-class backgrounds.

We can accept more than one applicant per institution, providing they are from different departments or groups. If we're oversubscribed for the programme, we may need to prioritise one applicant per institution. Previous participants may apply. However, you must make a compelling case for how a second year on the programme would benefit you and your activities.

The **deadline** for applications is **17:00, 24 June 2022**. Applicants will be notified of the outcome of their application in early July.

If you would like to talk to David or Helen before applying, they will be holding two drop-in sessions on:

- Monday 23 May at 13.30–14.30
- Wednesday 8 June at 16.00–17.00

There is no need to book; just turn up. You can also reach them at [david@gurukula.co.uk](mailto:david@gurukula.co.uk) and [featherstone.helen@gmail.com](mailto:featherstone.helen@gmail.com).

### **Drop-in meeting links**

Monday 23 May 13:30

Join Zoom Meeting

<https://us02web.zoom.us/j/83185950239?pwd=mhLiCcHHdYnVK3RP5hdOfuo-NDr-hg.1>

Meeting ID: 831 8595 0239

Passcode: 837169

Wednesday 8 June 16:00

Join Zoom Meeting

<https://us02web.zoom.us/j/82572840855?pwd=pJvYICqRDl1AseGV3o7mhuXDd4orOi.1>

Meeting ID: 825 7284 0855

Passcode: 63866

## Application form

The application will need to be completed online. For reference, you will find below an outline of the form and details of the information that you will need to complete the application.

- Name
- Job title
- Department
- Please tick this box to confirm that the focus of this department is physics or STFC related
- Organisation
- Email
- Telephone

Provide a short biography (no more than 300 words) detailing your outreach/public engagement experience and responsibilities.

Please tick this box if you are happy to share this with other participants (should you be selected).

Please tell us what you want to get out of this programme (no more than 300 words). You may wish to tell us about you and your professional development goals and your department's outreach and public engagement ambitions.

Feel free to disclose if you are from underrepresented communities within outreach and public engagement leadership (including but not exclusively, disabled, D/deaf and neurodiverse people, LGBTQ+ people, people from Black, Asian and ethnic minority backgrounds, and working-class backgrounds.) We are asking this question to give you the opportunity to provide extra context to your application for the panel (no more than 200 words).

Which of the following are you most interested in support for? (tick all that apply)

- Developing your approach to leading outreach and public engagement
- Thinking strategically
- Advocating for outreach and public engagement at a senior departmental level
- Advocating for outreach and public engagement beyond your department
- Engaging others with your strategy
- Access to networks and expertise
- Navigating change
- Writing strategic documents
- Writing operational documents
- Leveraging your institution's mission and priorities
- Project management and overseeing budgets
- Line management



Writing business cases for roles and budgets

Other

Comment box

### **Access statement**

Any in-person activities will be held in fully accessible venues with step-free access, audio loops, accessible toilets, and quiet rooms.

Vegetarian, vegan and gluten-free food will be available, but we will ask for dietary requirements before any in-person events.

Online activities will be held using Zoom, with closed captions being available. Slides will be available before the sessions in a screen-readable format.

Please tell us about anything else you may need to participate fully in the programme.

The first workshop will follow the [Interact 2022 – An Engagement Symposium for the Physical Sciences](#). It will take place in Cardiff or Bristol on the 15 September at a time that allows for travel at either end of the day. We will be running it hybrid to allow as many people as possible to participate. Please tell us how you would prefer to join in the first workshop:

In-person

Online

[You can access the online application form here.](#)

**Please read our Code of Conduct for this programme, which can be found on page 10.**

## **Outreach and Public Engagement Leadership Programme – code of conduct**

We believe that everyone has the right to feel safe, have a fulfilling experience and be in a welcoming environment when participating in the programme.

Everyone involved with the programme is subject to this code of conduct. Failing to comply with the code of conduct could result in the immediate exclusion from the current event and potentially being permanently removed from the programme.

When participating in the OPE Leadership programme, we will respect and listen to each other's views:

- Use welcoming and inclusive language;
- Treat everyone equally;
- Respect each other's choice of pronoun (if in doubt, please ask);
- Respect each other's personal space and property.

We will NOT accept:

- Violent behaviour;
- Harassment;
- Discrimination; or
- Display of inappropriate content.

Harassment includes, but is not limited to, offensive verbal or written comments related to gender, age, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of events, inappropriate physical contact, unwelcome sexual attention.

If what you're doing is making someone feel uncomfortable, that counts as harassment and is enough reason to stop doing it.

### **Making a complaint:**

If someone is violating the Code of Conduct and you are either the subject of the harassment or a witness, there are three options:

1. If you feel able to discuss someone's behaviour aimed at you, or someone else, directly with them, please do.
2. Let David or Helen know and ask them to intervene if you wish them to. You may just want an incident recorded.
3. If the matter is particularly serious and you wish to file a formal complaint, please contact David or Helen, who will work with our funders to address the issue. If the complaint is against David or Helen, please contact Clare Harvey at The Ogden Trust ([office@ogdentrust.com](mailto:office@ogdentrust.com)) to discuss the matter with them.