



Evaluation Masterclass

Measuring Quality in Engagement

Funded by the National HE Stem programme



Introduction

This course provides an opportunity for participants to explore quality assessment in public engagement. Focussing on two case studies, participants will be able to explore what quality engagement looks like, and how to use evaluation to develop effective practice.



Learning Outcomes

Participants will

- Develop understanding of evaluating the quality of their public engagement activities
- Develop skills in assessing the quality of public engagement



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Who we are

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Who's in the room?

Tell us who you are...

in one sentence



Programme

1. Introduction:
Concepts of quality and our guidelines
and quality indicators.
(15 mins)
2. Small group work:
Each group to consider two case studies
(30 mins)
3. Plenary:
Groups to share their analysis of the case
studies.
(15 mins)



Quality, Evaluation and Engagement

- How can we identify (& report) the quality of engagement activities?
- Evaluation is an important aspect of the engagement process, but how do you conduct meaningful evaluation that can be used to build and develop practice?

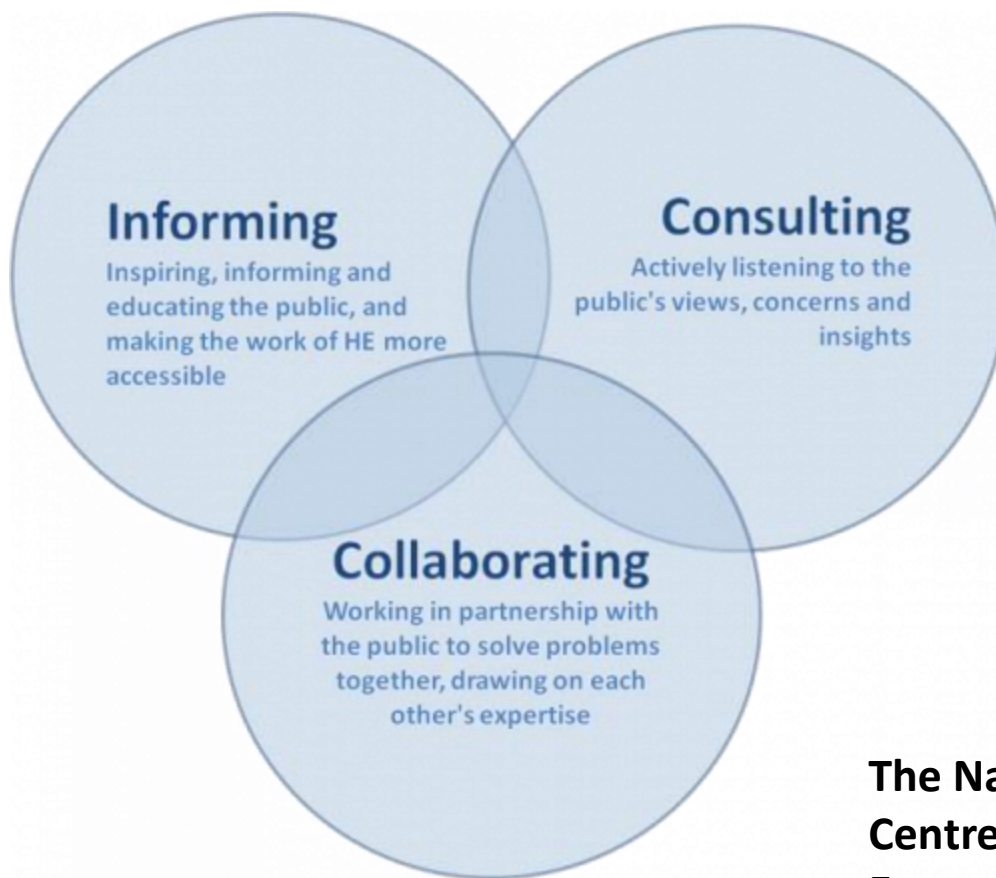
Embedding a culture of public engagement in Higher Education Institutions (HEI's).

NCCPE Definition

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.

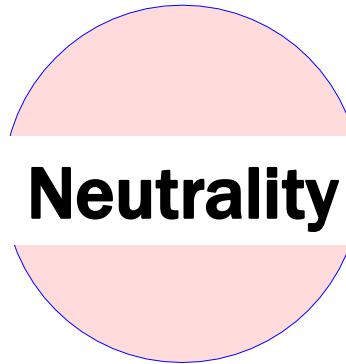
The National Coordinating Centre

Embedding a culture of public engagement in Higher Education Institutions (HEI's).



**The National Coordinating
Centre for Public
Engagement**

Guiding Principles/ Characteristics of Quality in Public Engagement



Stevenson E. (2011). *Public Engagement with Science: Ways of Thinking and Practicing New Directions* (7) 45-51.

http://www.heacademy.ac.uk/assets/ps/documents/new_directions/new_directions/new_direction_issue_7.pdf

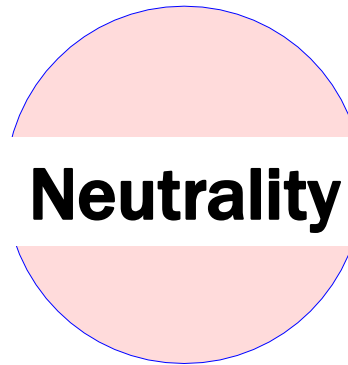
Guiding Principles/ Characteristics of Quality in Public Engagement



**Representation of a topic
should be accurate**

**Representation of an issue
should be proportionate**

Guiding Principles/ Characteristics of Quality in Public Engagement



Public engagement is not about persuading people of a particular point of view.

Guiding Principles/ Characteristics of Quality in Public Engagement

Think about this both in terms of the event and in terms of the evaluation methodology.

(Think beyond questionnaires)



Guiding Principles/ Characteristics of Quality in Public Engagement



Clarity of purpose is really important.

When planning the engagement, ensure that you and your collaborators know why you are doing it.

Guiding Principles/ Characteristics of Quality in Public Engagement

Approach the design of the engagement from your audience's perspective i.e. what are the hooks and the benefits for them



Guiding Principles/ Characteristics of Quality in Public Engagement

“A beautiful garden can expand the parameters of your world”

Monty Don





Quality for PE Activities

Guidelines

- help you to plan the engagement experience

Indicators

- provide a means of assessing the success of the engagement



Case Studies

Read case study

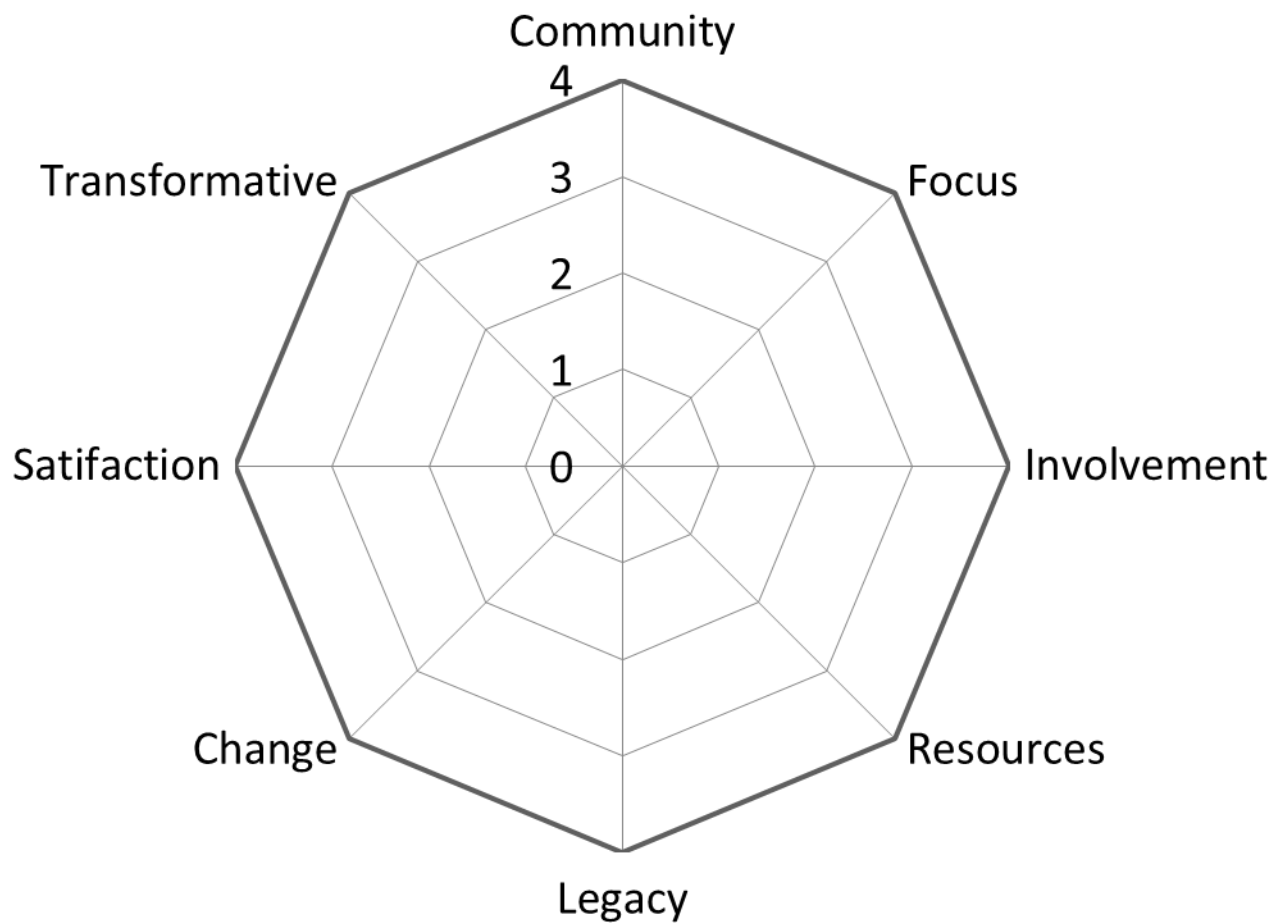
Review with respect to the guidelines

- ie Note where do the case studies follow the guidelines & where are there different approaches?

Plot spider graph of indicators



Spider graph





Case Studies

Case Study 1

- Women and Science

Case Study 2

- Local History



Plenary

1. What is your assessment of the quality of the case studies?
2. What have you learned from these case studies that you will take away for your own practice in the future?



Thank you