

Outreach and Public Engagement Academic leadership support programme

David Owen and Helen Featherstone, Gurukula Ltd.

As an academic working in outreach and public engagement, you will often have to exert influence in ways that traverse organisational management structures. You will be expected to take a strategic role in championing activity within your department and promoting it across your university. You may not necessarily have budgetary responsibility and will have to influence up to Heads of Department, Deans or Pro-Vice-Chancellors, across to peers in similar roles and downwards to more junior staff such as Early Career Researchers and Doctoral Students.

The programme has been developed specifically for academic leads for outreach and public engagement fellows to support leadership development. Jointly funded by the Ogden Trust and STFC it is targeted at those who have a strategic role in championing outreach and public engagement within their department or who are supporting others to deliver high-quality activities and programmes. This programme will help you build confidence in your role, connect with and learn from peers at other institutions, and help you to hone your leadership skills for future roles.

The Leadership Programme

The leadership programme consists of a blend of workshops, one to one mentoring, peer support and webinars over ten months. It will begin in February 2021 and finish in December 2021. Designed to fit around academic roles, with an expected minimum commitment of two-three hours per month throughout the programme. The programme will be participant-led supporting the objectives of the Ogden Outreach Programme and STFC Public Engagement Fellowship. For example, you will receive support for:

- Developing your leadership style
- Advocating for outreach and public engagement at a senior department level
- 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

Programme components

Launch event(s)	<p>Two online events during a four-week launch period.</p> <ol style="list-style-type: none"> 1. Event one: Introductions and setting the scene, the rationale for strategic outreach and culture change, the role of the academic lead. 2. Event two: Review your approach to leadership and key skills, access your department's 'culture of outreach and public engagement'.
Mentoring	<p>Participants will have access to one lead mentor up to three days per mentee during the programme. Mentors will bring significant experience of strategic leadership for outreach and public engagement and will directly support the participant in implementing their strategic plans.</p>
Peer groups	<p>Participants will have access to a peer group to share experiences, skills and experience.</p> <p>There will also be three facilitated online sessions on leadership skills and approaches. The content for these groups will include:</p> <ul style="list-style-type: none"> • Influencing upwards: This can sound scarier than it is; however, it can be as simple as having a conversation. We'll explore a range of simple ways to influence those in more senior roles. • Mobilising others: With every pair of hands comes a free brain. We will look at how you find friends and allies for your strategy, alongside approaches to leveraging resources and social capital. • Strategy development: knowing when to write a strategy and how to bring others with you in the development process is as important as the strategy. You will reflect on how to involve others in strategy development and how to keep a strategy concise, purposeful, and deliverable. • Evaluation of change: It's important to know if you are achieving what you set out to. This session will help identify key outcomes and evaluation data that will help support your evidence of fostering change in your department. • Communications: telling people about what you, and others in your team, have been doing, why it's essential, and the benefits to participants (academic and non-academic) is a crucial part of leadership. We'll help participants identify the most appropriate communication tools to help them raise awareness of the excellent public engagement and outreach their teams have been delivering.
Webinars	<p>These will be shaped in response to requirements. Anticipated webinars could include, for example: leading for diversity and inclusion, implementing science capital, outreach and Brexit.</p>
Wrap up	<p>A half-day workshop, providing a chance to reflect on what you have achieved and learned during the programme.</p>

About Gurukula

We bring an extensive track record of supporting others in developing their outreach and public engagement strategies alongside a focus on professional development for leadership. This programme will be led and facilitated by David Owen and Helen Featherstone. Details of our experience can be found below. We aim to create a space for academics at all career stages, to develop their Leadership and Engagement skills, to further their personal and professional goals and give them the tools and confidence to excel in their academic career. Our ultimate goal is to support individuals in developing a positive culture for outreach and public engagement within their department.



David Owen, Gurukula Ltd.

David has over fifteen 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 the University of Bath [developing resources on public engagement and leading change](#) and their [SEEPER programme](#), investigating the impacts on the take up of training and CPD to develop more effective practice. David is an ILLM level 7 equivalent accredited coach with a wealth of facilitation, training and mentoring experience. Competent with both 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 and Head of Public Engagement at the University of Bath

Helen has been leading on 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 on 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 since its inception. She is also a mentor for public engagement leads in Wellcome-funded research centres.