

Title: **Developing impact: supporting business and community engagement skills for academics**

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Abstract:

Session Learning Outcomes

By the end of this session, delegates will have:

- Discussed the skills needed for successful business and community engagement (BCE) and why these skills are vital for today's universities and colleges
- Shared good practice and identified the challenges involved in supporting CPD for business and community engagement
- Contributed to a national project to develop a new CPD framework and online resource to support skills development for BCE

Session Outline

Universities and colleges are increasingly having to demonstrate their impact, whether this is in economic or social terms, but are institutions ready for the changes this may require in staff skill sets and working practices?

Academics are involved in a range of business and community engagement (BCE) activities from consultancy and continuing professional development services, to the commercial application of research, to public events and festivals. BCE activities are becoming increasingly important part of institutional strategies, however support for continuing professional development in these activities remains fragmented (JISC Netskills, 2009).

This session explores the skills required for successful business and community engagement and reflects on how development of these skills should best be supported by staff and educational development initiatives. The session introduces some practical tools including a CPD framework (AURIL, 2006) and online toolkit (JISC Netskills, 2010) designed to support individuals and institutions in developing skills for BCE and allows participants the opportunity to shape their future development.

Session Activities and Approximate Timings

- (15 mins) Introduction and discussion:
 - What is BCE? What does it mean for academics?
 - What skills are required for successful business and community engagement?
 - What are you doing to support these skills?

- (5 mins) Summary of discussion
- (5 mins) Outline of previous work in this area
- (15 mins) Discussion:
 - What is needed to improve the support institutions give to BCE?
 - How can a CPD framework for BCE best support academics? How should it link to other professional/institutional frameworks?
- (5 mins) Summary and finish

References

JISC Netskills (2009) CPD Provision and Training Needs for BCE Practitioners [online]
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JISC infoNet (2010) Embedding BCE Workbook [online].
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