EVALUATING YOUR PUBLIC ENGAGEMENT ACTIVITY
23 MAY 2018
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1. What did you find useful and how will you implement your learning?

   - Useful to hear about resources available to help do evaluation in a way that doesn't switch off the people we are trying to engage.
   - The course has given me inspiration for new ways to evaluate my PE, including ways of getting constructive feedback, something which I have found very hard to do to date. Also alternative to questionnaires, where response rates are traditionally low. It was interesting to hear what is required to enable this to be included in 'impact'. It also inspired me to think up ways of incorporating the general public in my research.
   - Focus on evaluation for demonstrating effect of PE on research impact was exactly what I needed – thank you. The most useful thing was the section of ways of asking for feedback (when, using which media etc.) and I will be looking back at this in more detail to try to design some good materials.
   - I found it useful to get the outline of what public engagement is, which I thought I knew but this gave me a different perspective. It was also useful to be told about the importance of thinking of your audience when planning activities, and ways to improve response rates. The examples of evaluation techniques were also useful
   - Liaison and networking with PE team, meant that I found out more about PE activities that had been completed by academics within my department, and this was terrifically helpful. It is unlikely that the academic would have provided me with this information, and if I did not attend the PE event, I would have probably never found out.
   - I thought the activity at the end was also a good way of consolidating what the session covered, as well as providing a valuable opportunity to brainstorm in a group and get the benefit of other people's experiences.
   I hope to implement these ideas when advising academics on PE activities as a pathway to impact.

2. What else do you feel should have been included?

   - Examples, lots more examples!
   'Live' experience of using voting buttons, responseware, etc. Will consider using, but conscious of a price to pay in terms of teaching myself how to use it, which would be easier to overcome if I was excited by its possibilities because I had seen it used.
   Greater emphasis on doing rather than just listening – e.g. exercise on 'which of these is PE, outreach, impact' (who-does-what information can be given in the slides to be looked at later, rather than take up workshop time.)
   Funding for PE – how to get it, what will be the next call, etc.
   Always finish on time.

   - I can't think of anything right now.

- An activity based on looking at exemplar feedback from an event (fictitious or real) and how it was summarised/analysed for research development or impact assessment would be really helpful.
- Some (more) examples of evaluation being put into practice – there were a couple of examples within the slide on different methods e.g. feedback forms, but more examples would have been appreciated e.g. what questions can be asked to evaluate your e vent/activity
- More time to network and hear from people in other departments on what they are doing, what issues they're facing and what worked well etc. This could lead to a community of practice to share best practice around PE activity at Warwick.
- I found the examples of different evaluation activities really useful, as it's sometimes hard to think of something other than a survey to use!
- I thought the activity at the end was also a good way of consolidating what the session covered, as well as providing a valuable opportunity to brainstorm in a group and get the benefit of other people's experiences.
  I hope to implement these ideas when advising academics on PE activities as a pathway to impact.

3. What other learning and developing opportunities / courses do you need?

- Specialist TV / radio training by current or recent practitioners would be useful.

> See the [Press and Media Relations](#) Website

- From a PE point of view, I do a lot with schools but would like to do more public events e.g. I would like to get involved in more festivals or with museums/galleries but have no idea where to even start with things like this.
- More generally… how to supervise a PhD student.

> [Teaching and Learning](#) run relevant courses

- How event evaluation data may be impacted by GDPR and the data we store within the impact capture system that holds the impact cases, and whether this type of activity would require ethics, and who is responsible/accountable for the information and following the due processes.

> There are two websites [Ethics and Public Engagement](#) and the University's [GDPR](#) website

- I spoke to Naomi at the end of the session and she mentioned that the examples of evaluation activities will be incorporated into a toolkit in the near future- this would be really valuable for us in the Impact team, so I look forward to seeing this!