

Spending for Impact

Research Information Sessions (RISe) 2021/22



Introduction

Your presenters today are **Louise Jones**, Senior Communications Manager and **Kieran Booluck**, Research Impact Manager.

By the end of this session you should be able to

- Identify opportunities for meaningful engagement that might lead to impact
- Understand the potential costs involved in such activities
- Understand the support that exists at LSE for such activities

What are we doing today?

1. KEI: 101
2. KEI activities and examples
3. What are the costs?
4. How do you keep track of your engagement and impact?
5. Support available at LSE

Knowledge Exchange

- ✓ **Public engagement**
- ✓ **Research communication**
- ✓ **Policy engagement**
- ✓ **Research commercialisation/entrepreneurship**
- ✓ **Co-produced research/collaborative research**

Impact

Any tangible effect, change or benefit felt in the world beyond academia, to which academic research has in some way contributed.

(e.g. on the economy, society, culture, public policy or services, health, the environment or quality of life.)

■ What are your goals?

What new insights might the project reveal?

What could change as a result of the project, and for whom?

How can I tell whether my research has actually been useful?

"Exchange" is a two-way process

- Talk to your research users at the earliest opportunity to ensure that they are receptive
- Use their input to make your research even more useful to them, so that you have the best chance of achieving your goals

Identify your audiences

“General Public” = not a homogeneous group

**Pensioners? School children? Citizens? Families? Residents of particular areas?
Tourists?**

Civil society groups

Government bodies

**Businesses
professionals**

Charities

Regulatory bodies

Museums

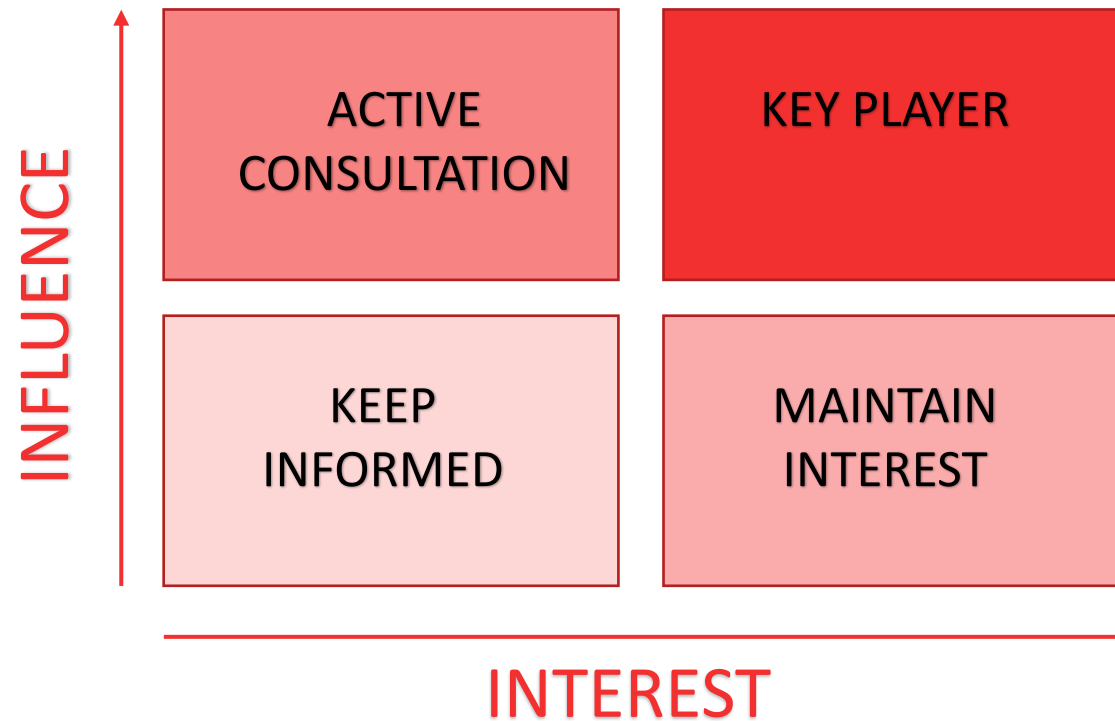
NHS and its users

Think tanks

Media

**Don't forget to consider groups already involved in your research as
partners, collaborators or participants.**

Stakeholder mapping



KEI outputs & activities

- (Online) **Events** (including workshops, public lectures or discussions, hackathons, town meetings, citizens' juries)
- **Digital** (including online tools, websites, surveys/polls)
- **Blog posts** (<https://blogs.lse.ac.uk/>)
- Short documentary **films** (either as part of dissemination or to engage research users in the project whilst it is happening)
- **Animations**
- **Reports, executive summaries, infographics**
- **Podcasts** (e.g. appearing on a long-running series)
- Developing **teaching or other information resources** based on the research for use in e.g. schools, community teaching or online learning.
- **Media** engagement (if your research is timely and includes a news hook) including press releases, media briefings, op-eds
- **Policy engagement** (connecting with policy makers, submitting evidence to parliamentary enquiries, writing policy briefings)
- **Social media** campaigns (e.g. via Twitter)
- (Virtual) **exhibitions**

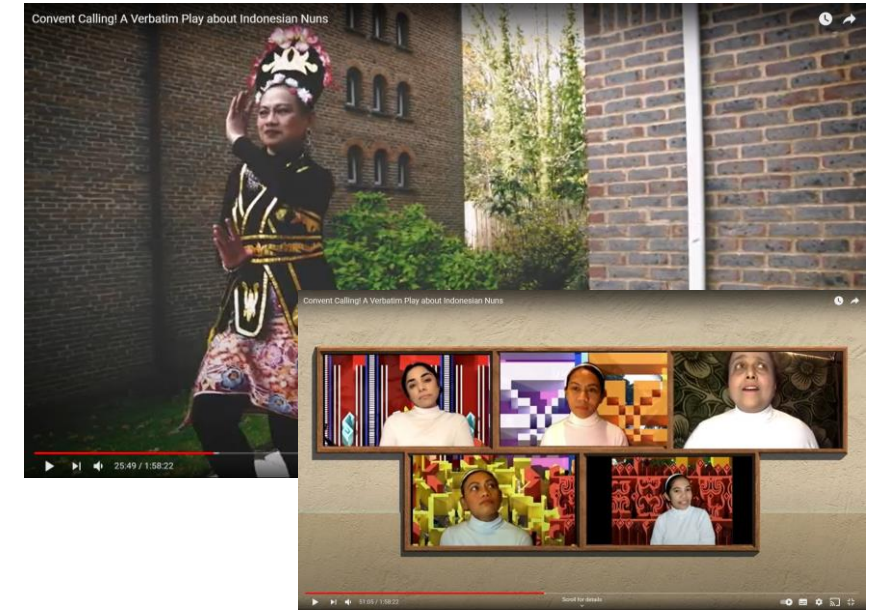
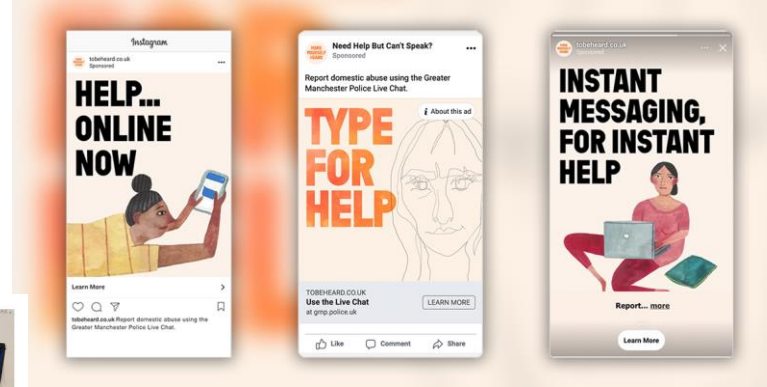
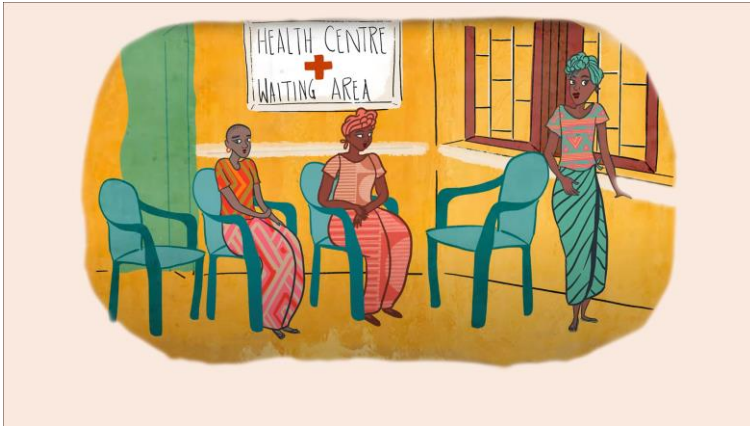
Event Pre-Planning

- **Who** and **why**? Plan your event with the people you want to engage with in mind
- Match audience to **event type**, **event format**, **event timing**
- **TYPE** e.g. public event or targeted roundtable?
- **FORMAT** e.g. lecture, panel discussion, conversation, audience interaction
- **ACCESSIBILITY**
- Link to wider engagement plan

What are the costs?

- Events £ - £££
- Digital £ - £££
- Blog posts £
- Films ££ - £££
- Animations £££
- Reports, executive summaries, infographics £ - £££
- Podcasts £ - £££
- Teaching resources £ - ££
- Media engagement £
- Policy engagement £ - ££
- Social media £ - ££
- (Virtual) exhibitions ££ - £££

Examples



Other small, inexpensive ways to build potential impact

- Make sure your online profile is up to date
- Make sure your outputs are open access and upload to LSE research online
- Make use of your networks and build new networks
- Collect photos, testimonials etc as you go

Keeping track of your engagement and impact

- Keep up-to-date records (e.g. emails, meetings, appointments)
- Participant evaluations of events
- Monitor usage of outputs (e.g. using Altmetric)
- Ask people! (e.g. soliciting supporting statements, video testimony, etc.)
- Keep your department or LSE's central services (i.e. us) informed
- In future....use school systems (e.g. Pure)

Support at LSE

KEI Integrated Service

Communications Division

- Advice on effective engagement & comms plans
- Central KEI initiative e.g. LSE Festival, Research for the World magazine, LSE IQ podcast
- Media
- Events
- Social media & blogs
- Video, podcasts, film-making
- Policy engagement
- Digital
- Design

Research and Innovation

- Advice on funding
- Grant writing
- Advice on impact
- Academic consulting
- Commercialisation of research
- Entrepreneurship

LSE Library

- Open access
- LSE Press

PAGE

- Business partnerships
- Funding and sponsorship
- Corporate engagement