



Business and Community Engagement

Enhancing Capability in Knowledge Exchange

Simon Whitemore
JISC Executive

New Engineering Foundation
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<http://www.jisc.ac.uk/whatwedo/programmes/bce.aspx>

What we mean by **Business and Community Engagement (BCE)**?

What?

**Strategic management of relationships
with external partners and clients,
and of the associated services**

Institutional Strategic Areas (4):

**KNOWLEDGE TRANSFER/ EXCHANGE (KE);
EMPLOYER ENGAGEMENT (EE)
PUBLIC/ COMMUNITY ENGAGEMENT (PE);
LIFELONG LEARNING (LL)**

Services (e.g.):

**CPD, workforce devt. (EE); Consultancy, collab. research (KE)
Public lectures/events/festivals (PE); Community-based learning (LL)**

Benefits:

**Highly/multi-skilled, versatile workforce;
innovative, sustainable business economy;
cohesive, inclusive society;
and efficient, dynamic, sustainable institutions.....**

How?

Supporting institutions
Embedding BCE within institutions and across JISC

Not a bolt-on

- business efficiencies,
- collaborative & partnership benefits (e.g. via CRM),
- skills advancements via BCE

are business critical in constrained economic climate.....

**But involves
change...**

Depends on
people to make change happen and
processes to manage operational change.....

JISC BCE Programme Stream 3 – Enabling Change: two key projects (demonstrated in the exhibition area)

**Embedding
BCE**

ENABLING CHANGE

**Supporting
Training & CPD**

*Integrating Business and
Community Engagement
into institutional practice
through cultural and
organisational change,
and systems integration*
Process

+

*Online diagnostic,
signposting system and
catalogue of professional
development courses/CPD
and staff exchange
for BCE practitioners*
People

= Capability

<http://www.jisc.ac.uk/whatwedo/programmes/bce.aspx>
<http://www.jiscadvance.ac.uk/bce/bce-projects>

Both digital comms./ICT and new face to face interactions are needed

ICT brings new opportunities for empowering networks:

‘The Internet and related ICTs are arguably the most important platform for innovation today, enabling flows of knowledge and linking innovators around the world’.

OECD Interim Report on OECD Innovation Strategy

But people are the vectors of knowledge exchange and local dynamics, local partnerships are powerful enablers:

‘locally accessible higher education that can create new opportunities for individuals and their communities. This will be achieved, as resources allow, through innovative partnerships between universities and further education colleges.’

Higher Ambitions

Range of models:

- Formal to informal
- KTPs to secondments to shadowing to fellowships to co-development projects

Key assets:

- BCE and KE practitioners are translators and facilitators
- Working across boundaries, working across 'cultures'
- Change agents
- Dual perspectives; empathy; better understanding
- Enriches learning and teaching and research practice

'...Develop models of good practice for the movement of staff between businesses and universities'

(Recommendation 14, Stronger Together, CBI HE task Force Report)



Golden Knowledge Bites Video Clip.....