

Faculty of Arts, Humanities & Business

Knowledge Exchange Strategy 2019-22

Vision

To use Knowledge Exchange as a key mechanism for driving the Faculty's engagement with the outside world; harnessing the creative and intellectual talent that resides within our students and staff in a way which is of maximum benefit to anyone engaging with us. Our approach to Knowledge Exchange is distinctive and sustainable. It has potential both to increase the financial, social, creative and intellectual capital of society and to drive a fundamental shift in the models through which we deliver education and research.

Aims

Our strategic aims for Knowledge Exchange are to:

1. Achieve an outstanding reputation for the excellent and inspiring Knowledge Exchange work that we do
2. Actively engage in making a significant impact on the world around us
3. Embed and integrate Knowledge Exchange as central to our teaching and research
4. Ensure the long-term sustainability and resilience of our Knowledge Exchange activities
5. Create an environment and culture which enables Knowledge Exchange to thrive

Defining Characteristics

Our Knowledge Exchange strategy seeks to:

- Focus on growth and sustained high performance; building on the critical mass of activity currently underway, concentrating resources and capacity to deliver high quality projects whilst ensuring they also contribute to the delivery of outstanding teaching and research.
- Expand the reach of the Faculty and the quality of interactions, providing an intelligent interface, The Bridge, through which to maximise the value and outcomes of those interactions.
- Be people focused and inclusive; encourage and support academics, technicians, professional services staff and students to feel part of this effort and to believe in the relevance of their work to the external world.
- Deliver a significant and visible impact on the Faculty, our financial performance and the way we operate.
- Shift perceptions of the campus as a place where non-academics, university staff and students regularly come together to exchange knowledge and ideas.
- Leverage our distinctive approach to Knowledge Exchange as a defining feature of the Faculty and something that people recognise, admire, respect and are proud of.

This strategy is a live document covering the period 2019-22.

The Bridge

A primary driver of Knowledge Exchange initiatives for the Faculty:

- A team of Knowledge Exchange experts, focused on maximising value and outcomes from interactions.
- An intelligent and frictionless interface between the Faculty and the outside world.
- A mechanism through which we can maximise our understanding of businesses and their needs.
- A source of information on external policy and funding developments to improve situational awareness.
- A channel through which we can promote and celebrate our activities and achievements.
- A delivery vehicle for HEIF and other externally funded Knowledge Exchange projects.

	Strategic Aims	Themes and Objectives
Externally Focused	<p>1. Achieve an outstanding reputation for the excellent and inspiring Knowledge Exchange work that we do</p> <p>To be internationally recognised for delivering high quality KE which makes a difference. To celebrate our achievements and be proud of what we do.</p>	<p>1.1 Thought Leadership To demonstrate our role as a Civic University through the KE activities we undertake and the ways in which we work.</p>
		<p>1.2 Strategic Alignment To align our KE activities with University, regional, national and international policy agendas in order to maximise their value and impact.</p>
		<p>1.3 Profile & Reputation To ensure that our KE activities are highly visible and to achieve widespread recognition amongst relevant audiences.</p>
	<p>2. Actively engage in making a significant impact on the world around us</p> <p>To be strongly networked and actively engaged regionally, nationally and internationally; delivering significant economic, societal and cultural impacts through KE.</p>	<p>2.1 Industry Engagement To work with businesses to drive economic growth, productivity and resilience through Open Innovation and KE.</p> <p>2.2 Entrepreneurial 'Ecosystem' To lead the development of a vibrant ecosystem that celebrates, supports and values creative enterprise.</p> <p>2.3 Externally Networked Improve our awareness and understanding of the external environment by gathering relevant information, developing relationships and maximising the value of all interactions.</p> <p>2.4 Interdisciplinary & Cross-Sector Collaboration To encourage, support and enable interdisciplinary working and cross-sector collaborations to occur.</p>
Internally Focused	<p>3. Embed and integrate Knowledge Exchange as a central consideration in the way we work</p> <p>To recognise KE as a golden thread which runs throughout our research, teaching and learning agendas and a key component of delivering an excellent student experience.</p>	<p>3.1 Impactful Research To create strong interconnections between our KE and Research activities with a positive flow in both directions.</p>
		<p>3.2 Education & Training To integrate KE into the curriculum at every level; enabling new and compelling models of UG, PGT and CPD provision.</p>
		<p>3.3 Enterprising Students To encourage, enable and support a wide range of student enterprise initiatives, projects and placements.</p>
		<p>3.4 Internally Networked To pro-actively develop and sustain meaningful relationships between academics both within and between Schools.</p>
X-Cutting	<p>4. Ensure the long-term sustainability and resilience of our Knowledge Exchange activities</p> <p>To deliver tangible results and drive significant income diversification through KE. To create the conditions for success through talented staff and enabling infrastructure.</p>	<p>4.1 Financially Sustainable To ensure KE is a significant source of income diversification and a vital part of the University's income stream.</p>
		<p>4.2 People To ensure that academic and professional services staff have the requisite capacity and capability to deliver KE.</p>
		<p>4.3 Resources To provide the requisite infrastructure, structures, systems and processes to enable, support and deliver KE.</p>
	<p>5. Create an environment and culture which enables Knowledge Exchange to thrive</p> <p>An open and inclusive organisational environment and culture, where everyone feels connected, encouraged and supported to engage with KE.</p>	