Public engagement as a process

Ariel Retik, 9 October 2018
One-way communication

Consulting

Informing & Inspiring

Involvement

Two-way engagement
(Impact on research)
Try to build evaluation in from the beginning

- Objectives should relate to delivery – not just the ‘engagement aims’

- How did the project run?

- If you were to run a project again, what would you change?

- ‘Public’ feedback only at the end
How to gather evidence?

• Internal evaluation
  • Meetings
  • Interviews
  • Surveys

• External feedback
  • Surveys
  • Follow up to show change
Surveys and feedback forms

• Ask only what you want to know

• Consider follow-up surveys (must have consent)

• Keep it short
Examples

• https://www.festivalofideas.cam.ac.uk/booking

• https://www.festivalofideas.cam.ac.uk/feedback

• https://universityofcambridgecommunity.wufoo.com/forms/cambridg
e-festival-of-ideas-for-researchers/