

Learning the Knowledge



AURIL Conference 11 October 2012



Learning the Knowledge

Professional Development Framework for those involved in Business and Community Engagement

*A JISC funded, and
AURIL and JISC led collaboration*

JISC

auril
Association for University
Research and Industry Links



Business and Community Engagement: the strategic management of relationships with partners & clients and their associated services



Institutional strategic areas

knowledge exchange/transfer
employer engagement
lifelong learning,
public/community
engagement

Services
consultancy, collaborative
research, CPD, workforce
development, innovations,
public lectures, events &
festivals, licensing, community-
based learning, new businesses

Benefits

highly multi-skilled, versatile workforce,
innovative, sustainable business economy,
cohesive, inclusive society,
efficient, dynamic, sustainable organisations



Covering engagement with

- Employers • Businesses
- Regions • Public Sector
- Communities • General Public
- Individual learners



WHY?

The Changing Landscape

- tough economic climate
- comprehensive spending review
- massive re-organisations
- redundancies /job insecurity
- increasing demands
- need to be more professional



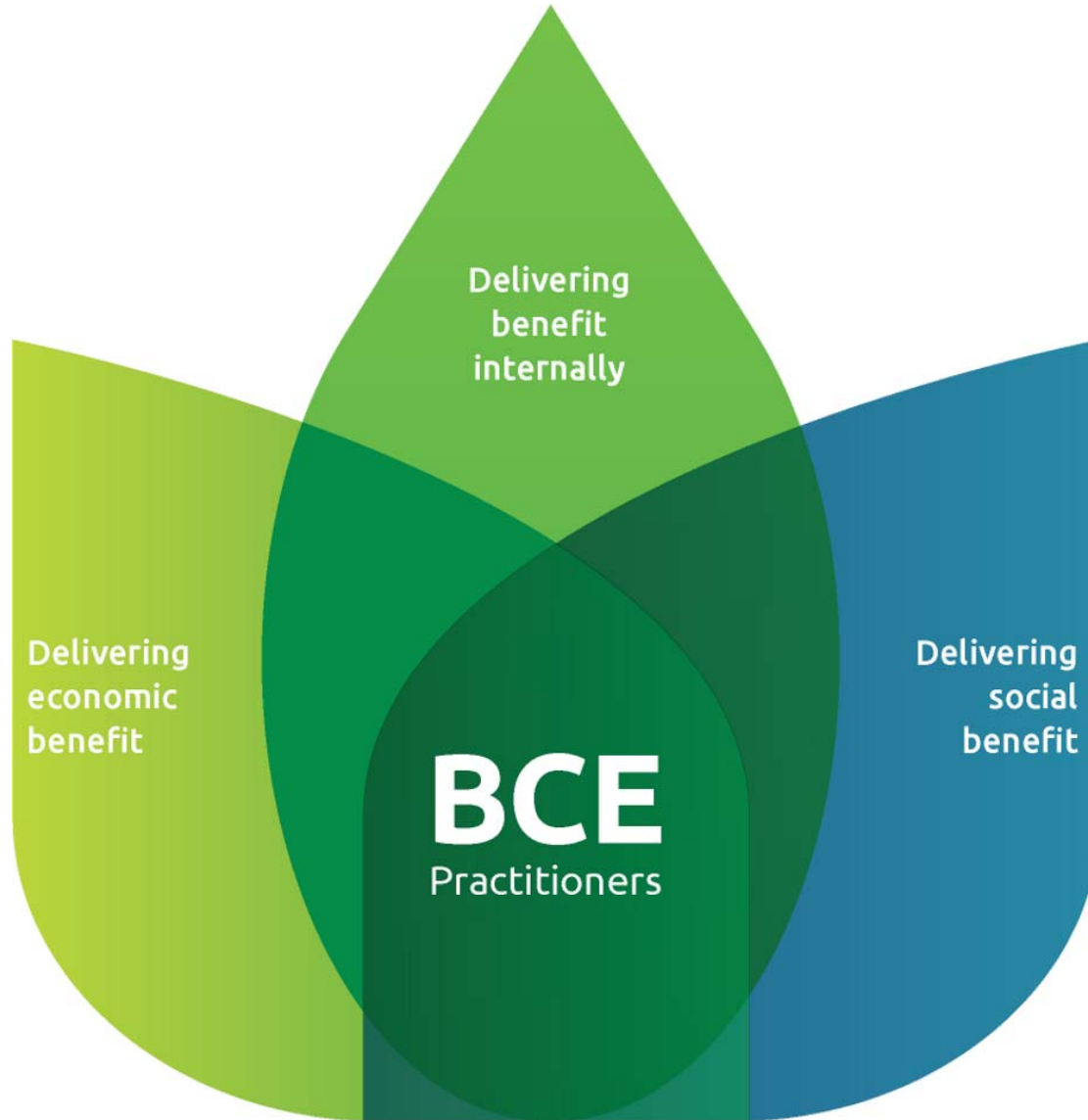


The Framework can be used for:

- practitioner professional development
- annual reviews
- recruitment
- strategic planning
- helping others understand BCE roles
- improving recognition of BCE

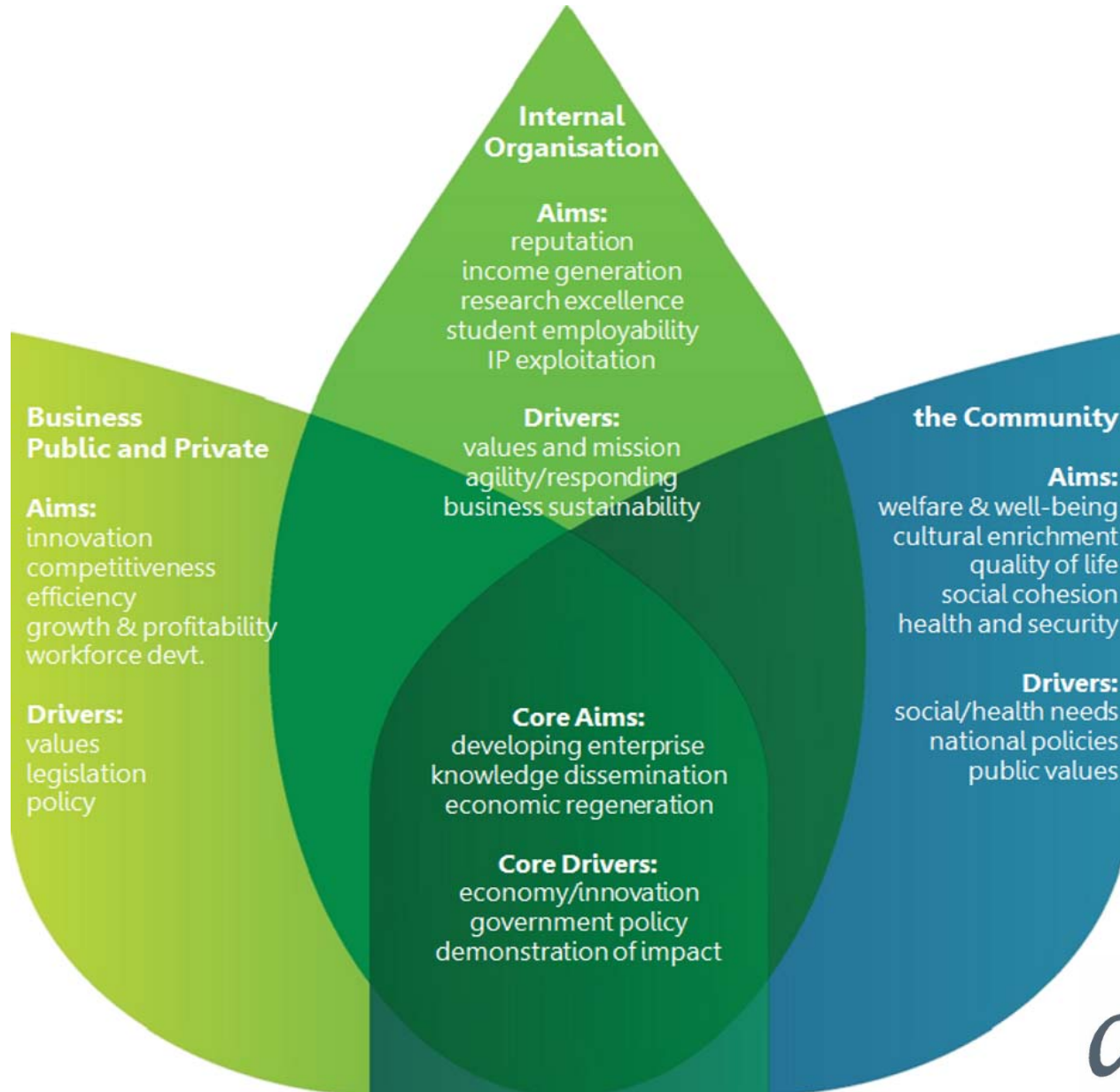


BCE PURPOSE



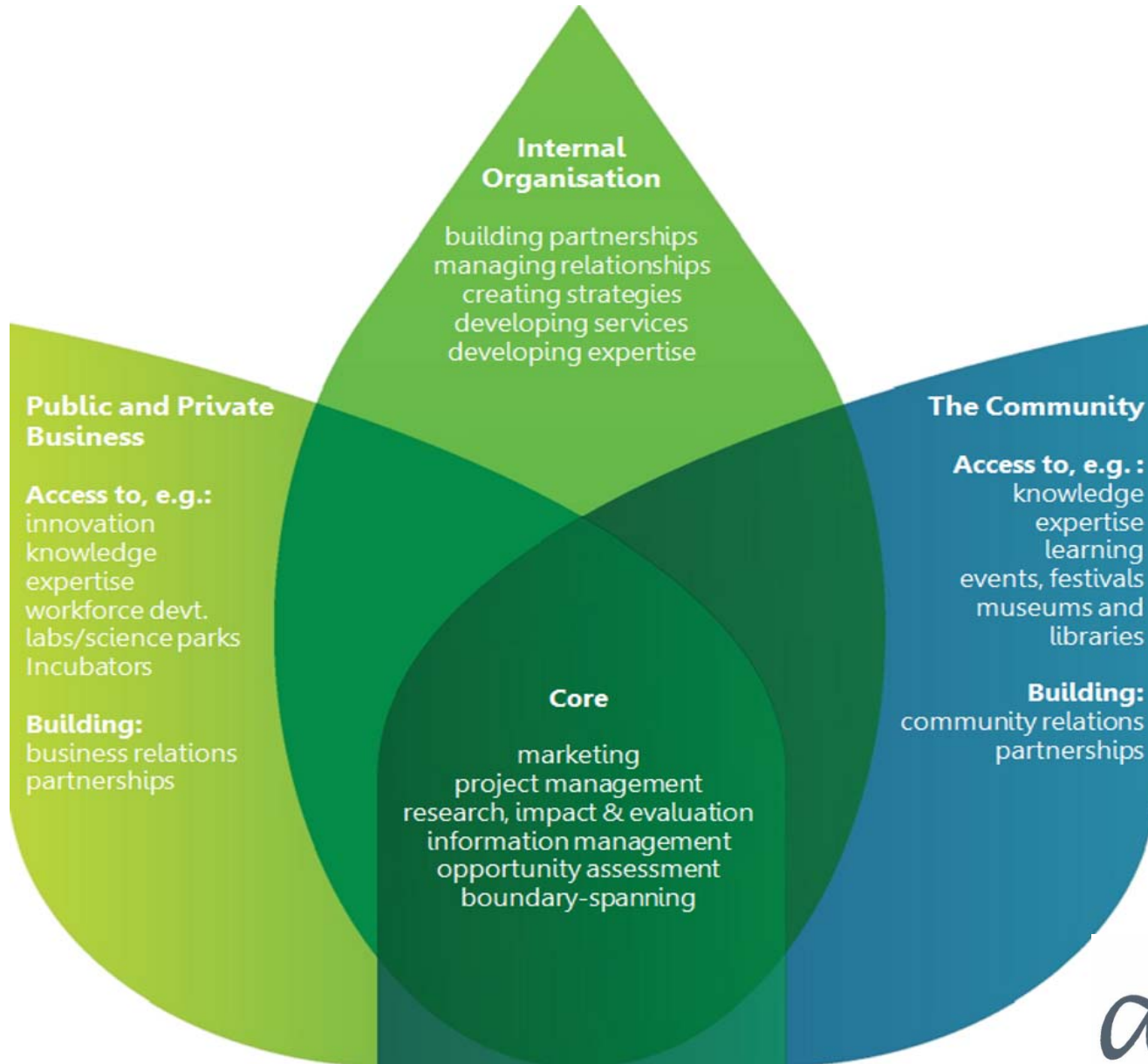


BCE AIMS & DRIVERS



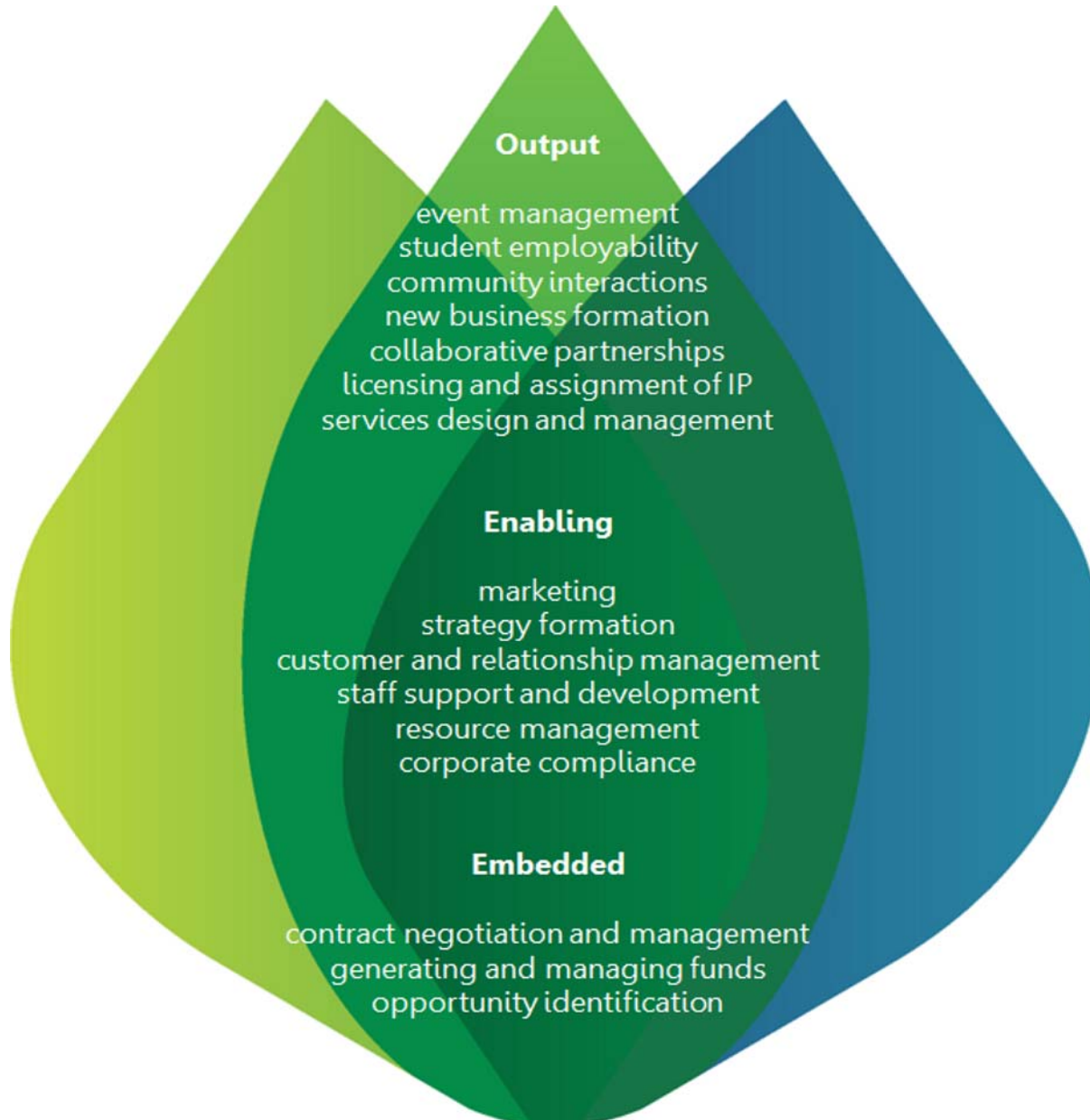


BCE LANDSCAPE





16 Generic Processes to undertake BCE Activities





Purpose, Aims and Drivers of BCE
what inspires and underpins BCE – its directions

The Landscape of BCE
areas of BCE contribution; project examples; partnership types

The Processes of BCE
steps which need to be taken to achieve BCE objectives and targets

Knowledge
understanding the
situation, context and
opportunity

Skills
ability to do
something effectively
and efficiently

Behaviours
how you do
something, how you
behave, the way you
behave

Professional Attributes
relevant combination of knowledge,
skills and behaviours needed to undertake a process

Resources
best practice guidelines, e-learning, journals, reports, courses, conferences.....



Development for BCE Professionals

The web site

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The Three Functions of the Site

Presents the BCE Professional Development
Framework

Provides self-diagnosis of your BCE standing

Catalogues and maintains development
resources



Functions – The Framework

Describes the *Framework*

- the architecture*
- the 16 key Processes*
- how the Processes work*
- what underpins a Process*



Functions – Self-diagnosis

Provide some self-diagnosis

- *for each Process: where do you stand ?*
- *compare yourself with some examples*
- *choose a score for each of the 16 Processes*



Functions – The Route to Resources

*Each Process has behind it a very detailed set of **knowledge, skills and behaviours** contributed by many experienced BCE individuals and collected by the project team*

*From this vast k/s/b collection (468 items !) 36 groupings have been deduced – these are referred to as **Professional Attributes***

Many Professional Attributes are required to Perform a Process; many Processes share a Professional Attribute



Functions – Resources

Resources are e.g. training programmes, e-learning modules, web sites, blogs, consultancy offerings.....

Resources are clustered to sit under one or more Personal Attribute - e.g.

- *Leading, Influencing and Change Advocacy*
- *Identifying, Managing and Mitigating Risks*
- *Creating and Managing Proposals*



Functions – Resource Finder

An initial loading of resources will be done by the AURIL/JISC team

....and the site is open for all registered users to add a development resource which they believe will help colleagues

If they have some experiences – a registered users can comment on a resource



And now for the demo.....

<https://www.netskills.ac.uk/bcecpd2>



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