

A network diagram with red and black nodes connected by lines, set against a light red background.

The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Room 4018+4019, 1.45 - 3pm

Public Engagement

Tim Wilson (Chair)

Wiljan van den Akker

Eva Caldera



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Public Engagement

Tim Wilson (Chair)

*Executive Director, Social Sciences and Humanities Research Council,
Canada*



SSHRC  CRSH

ENGAGED SCHOLARSHIP

LESSONS LEARNED FROM PARTNERSHIP FUNDING

TIM WILSON, EXECUTIVE DIRECTOR, RESEARCH GRANTS AND PARTNERSHIPS

OCTOBER 2019

Our role

Federal agency mandated to promote and support postsecondary-based research and training in the social sciences and humanities

Through grants, fellowships and scholarships SSHRC:

- **Trains** the next generation of talented, creative thinkers and doers
- **Builds** knowledge and understanding about people, cultures and societies
- **Drives** the innovations that address the challenges of today and tomorrow



FUNDING OPPORTUNITIES

TALENT

Building the next generation of leaders and equipping them for research-intensive careers across the economy and society

- Master's Scholarships
- Doctoral Scholarships
- Postdoctoral Fellowships

INSIGHT

Fostering research-based knowledge about people

- Insight Development Grants
- Insight Grants
- Support to institutions

CONNECTION

Supporting the flow and exchange of that knowledge within and beyond academe.

- Connection Grants
- Support for Journals
- Knowledge Synthesis Grants

PARTNERSHIPS

Within the academic community and between academe, industry, government, not-for-profits and communities

- ↳ Partnership Development Grants
- ↳ Partnership Grants
- ↳ Partnership Engage Grants

PARTNERSHIPS

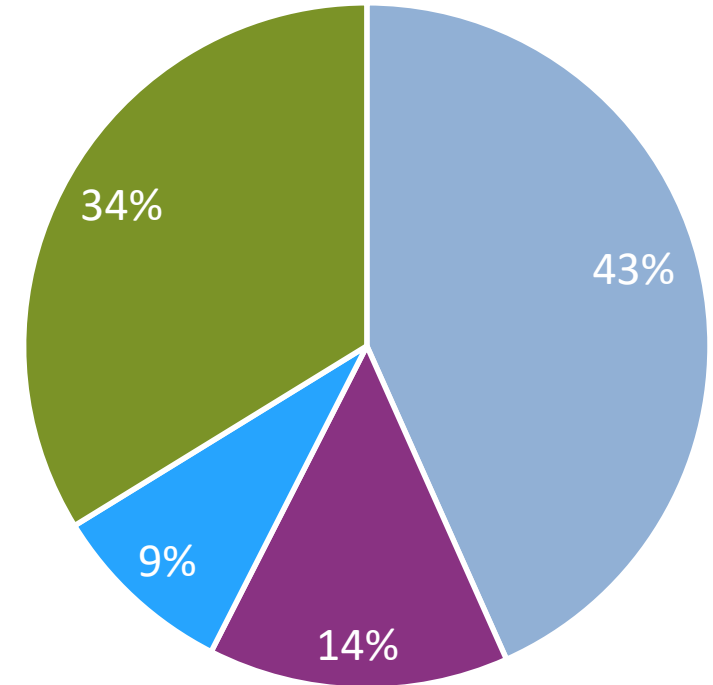
SSHRC funds partnerships through Partnership, Partnership Development, and Partnership Engage Grants to:

- ↘ conduct research;
- ↘ mobilize knowledge; and,
- ↘ train future researchers.

For 2018-19, **1100** new Partners are expected to contribute **\$61 M over 7 years**.

Between 2014-15 and 2018-19 (5 years) SSHRC support facilitated...

- **700** formal partnership projects
- **3,900** partner organizations
- **\$259 M** in partner contributions (cash and in-kind)



POST-SECONDARY | **\$26.3 M**

GOVERNMENT | **\$8.6 M**

INDUSTRY | **\$5.3 M**

NOT-FOR-PROFIT | **\$20.5 M**

PARTNERED RESEARCH / PARTNERSHIP ENGAGE GRANT

Using Twitter to support Indigenous cultural revitalization and youth well-being

Jeffrey Ansloos of the University of Toronto's Ontario Institute for Studies in Education—who is a member of the Fisher River Cree Nation—is partnering with Twitter through a **SSHRC Partnership Engage Grant**. Together, they're examining how Twitter could be improved to not only respond to mental health crises but also support initiatives that would make the online environment a safer and more meaningful space for Indigenous youth.



Featured in AESIS Newsletter, May 2019

PARTNERED RESEARCH / PARTNERSHIP GRANT

**The Interactive and Multi-Modal
Experience Research Syndicate (IMMERSe)
Neil Randall, University of Waterloo**



With funding from a **SSHRC Partnership Grant**, IMMERSG works to build research capacity in understanding and testing the game player's experience. This understanding simultaneously benefits the growth of academic research in partnership with industry, and furthers academic research and theoretical concerns across various areas of research (e.g. psychology, addiction, computer programming, and education).

The IMMERSG team uses digital strategies and social media to mobilize knowledge, including Gamestudies101.com and [First Person Scholar](#).

SSHRC PARTNERSHIP EVALUATION FINDINGS

SOCIETAL OUTCOMES

TALENT OUTCOMES

IMMEDIATE OUTCOMES

78%

Of Partnership Development Grants (PDG) and Partnership Grants (PG) mobilize knowledge through co-creation, making the collaborative research process itself a dissemination method

40% Of PDG funds

25% Of PG funds are spent on students / postdoctoral researchers

INTERMEDIATE OUTCOMES

74%

Of PDG/PG partners and collaborators would participate in future research with academics

75%

Of PDG/PG project directors believe trainees have more opportunities to develop key skills compared to other research projects

LONG-TERM OUTCOMES



PDG/PGs are more likely than Insight Grants to report:

- Changes in Professional practices
- Public policy impacts
- Economic, social or cultural benefits

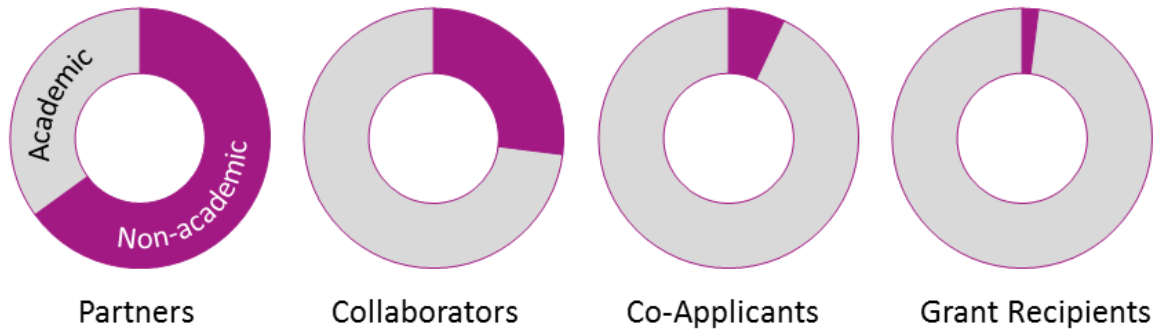
47% Of PDGs

69% Of PGs

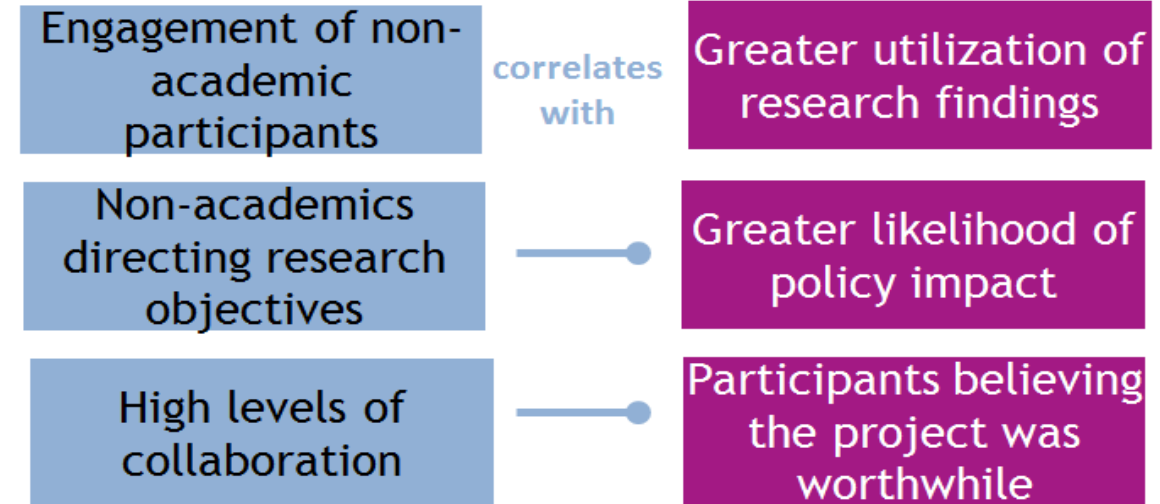
At least one student / postdoctoral researcher was hired by partner

PARTNERSHIP EVALUATION FINDINGS

Non-academics most commonly participate in PG/PDG as partners



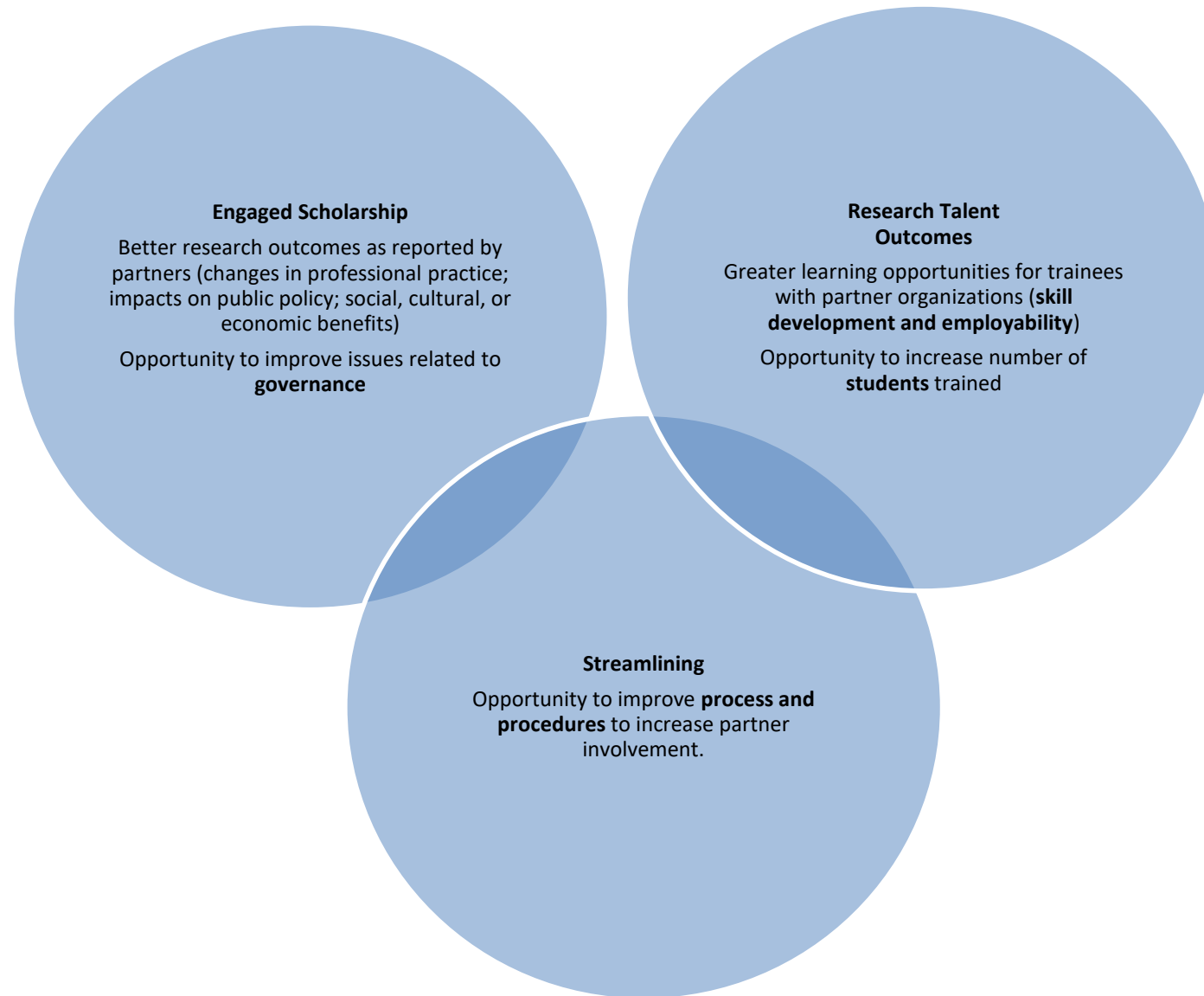
Genuine collaboration with non-academics is linked to positive outcomes



Key Challenges:

- **Streamlining of process** – of application and project administration
- Engaging non-academic partners in co-creation and directing of research requires inclusive **governance**
- Managing large partnerships demands **competencies** that are often not part of traditional academic training

CHALLENGES AND OPPORTUNITIES




DISCUSSION QUESTIONS

How do organizations with similar challenges in facilitating partnered research, address the following questions:

1. What measures are needed to better support and promote engaged scholarship with the aim of improving **governance for partnered research**?
2. How can the uptake of **collaborative research skills** for students be enhanced, especially with an emphasis on connecting students to employability?
3. What is needed to balance the tension that exists around collecting information and the associated **burden of reporting** requirements to demonstrate public engagement?

STAY CONNECTED WITH SSHRC

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- ↘ Subscribe to our eNewsletter: **Dialogue**
- ↘ Email me: Tim.Wilson@sshrc-crsh.gc.ca
- ↘  [@nietheid](https://twitter.com/nietheid)



@SSHRC_CRSH



FACEBOOK



YOUTUBE





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Public Engagement

Wiljan van den Akker

*Academic Director for Public Engagement within 'Open Science',
University of Utrecht, the Netherlands*



“But I don’t suffer from Spinal Injury!”

**About the importance of communication in
Health Care the coming decades**

An example from the Humanities

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



- **REASARCH IS NOT A LINEAR PROCESS**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



- **REASARCH IS A DYNAMIC PROCESS**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



- **IMPACT IS NOT (ONLY) ABOUT *SENDING* FROM ACADEMIA TO SOCIETY**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



- **IMPACT IS ALSO ABOUT *INVITING* SOCIETY INTO ACADEMIA**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



- **THE SOONER – THE BETTER**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



- **THE SOONER – THE BETTER**
**- RIGHT FROM THE START OF THE RESEARCH-
PROCESS**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



Productive interactions:
societal impact of
academic research
in the knowledge society

LERU position paper
March 2017



PUSHING
THE FRONTIERS
OF INNOVATIVE
RESEARCH

• University of Amsterdam • Universitat de Barcelona • University of Cambridge • University of Copenhagen
• Trinity College Dublin • University of Edinburgh • University of Freiburg • Université de Genève
• Universität Heidelberg • University of Helsinki • Universiteit Leiden • KU Leuven
• Imperial College London • University College London • Lund University • University of Milan
• Ludwig-Maximilians-Universität München • University of Oxford • Pierre & Marie Curie University
• Université Paris-Sud • University of Strasbourg • Utrecht University • University of Zurich

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



COMMUNICATION AND HEALTHCARE A VITAL CONTRIBUTION FROM THE HUMANITIES

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



5 ASPECTS OF COMMUNICATION

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



5 ASPECTS OF COMMUNICATION

- INDIVIDUAL / GROUP CONVERSATIONS

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5 ASPECTS OF COMMUNICATION

- INDIVIDUAL / GROUP CONVERSATIONS**
- UNDERSTANDABLE + CONVINCING**

Wiljan van den Akker

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5 ASPECTS OF COMMUNICATION

- INDIVIDUAL / GROUP CONVERSATIONS**
- UNDERSTANDABLE + CONVINCING**
- INTERPROFESSIONAL BEHAVIOUR**

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5 ASPECTS OF COMMUNICATION

- INDIVIDUAL / GROUP CONVERSATIONS**
- UNDERSTANDABLE + CONVINCING**
- INTERPROFESSIONAL BEHAVIOUR**
- MEDICAL LITERACY**

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5 ASPECTS OF COMMUNICATION

- INDIVIDUAL / GROUP CONVERSATIONS**
- UNDERSTANDABLE + CONVINCING**
- INTERPROFESSIONAL BEHAVIOUR**
- MEDICAL LITERACY**
- INFORMATION-SYSTEMS – DATA - ETHICS**

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University

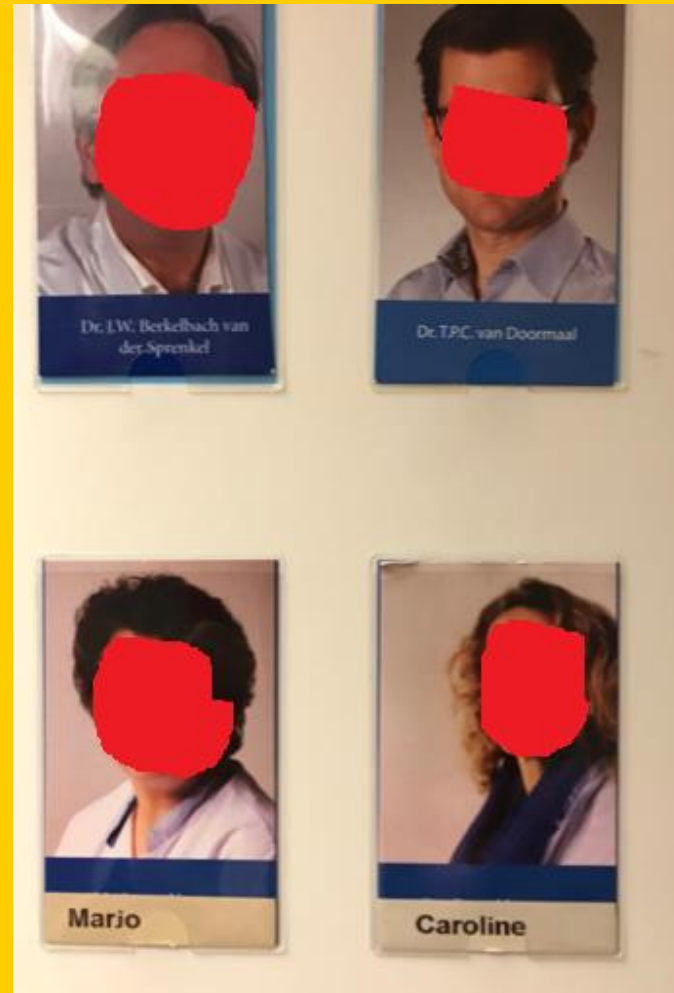


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- INDIVIDUAL / GROUP CONVERSATIONS

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UTRECHT UNIVERSITY “OPEN SCIENCE PROGRAM”



Prof. dr Frank Miedema

VICE-RECTOR FOR RESEARCH UU

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



INCONTINENT?



Wiljan van den Akker

Academic Director for "Public Engagement" within "Open Science" of Utrecht University



INCONTINENT!



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Academic Director for "Public Engagement" within "Open Science" of Utrecht University



ACKNOWLEDGEMENTS:



Dr Tessa van Charldorp
(professor communication studies)
(Humanities)



Prof. dr Ted Sanders
(professor communication studies)
(Humanities)



Prof. dr Berent Prakken
(vice dean teaching)
(Academic Hospital UU)

Wiljan van den Akker

Academic Director for "Public Engagement" within "Open Science" of Utrecht University



THANK YOU FOR YOUR ATTENTION!

Wiljan van den Akker

Academic Director for “Public Engagement” within “Open Science” of Utrecht University



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Eva Caldera

Associate Secretary, Phi Beta Kappa Society



Translating Humanities and Social Sciences to Engage the Public

A Perspective from the Phi Beta Kappa Society

Eva Caldera



Associate Secretary
and COO

The Phi Beta Kappa Society

Former Assistant Chairman for
Partnership and Strategic
Initiatives at the National
Endowment for the Humanities

EST. 1776

The PHI BETA KAPPA *Society*

THE NATION'S MOST PRESTIGIOUS ACADEMIC HONOR SOCIETY



The mission of The Phi Beta Kappa Society is to champion education in the liberal arts and sciences, foster freedom of thought, and recognize academic excellence.

**Declining
Majors**

**Growing Partisan
Divide on Higher Ed**

DACA

#SavetheNEH

Tax Bill

HEA

Reauthorization

A Complicated Public Landscape

**Budget
Cuts**

ROI

**Acces
s**

**Free
Speech**

Jobs



S Society Snapshot

Structure: 290 Campus Chapters

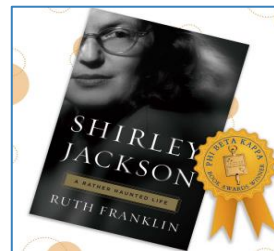
A RARE HONOR

Ten percent of U.S. colleges and universities have Phi Beta Kappa chapters. These chapters select only the top 10 percent of their arts and sciences graduates to join Phi Beta Kappa, making Phi Beta Kappa membership one of the most prestigious honors a student can receive.

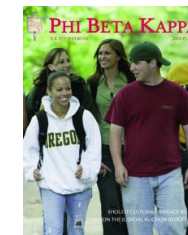
50 Alumni Associations



Sample Programs:



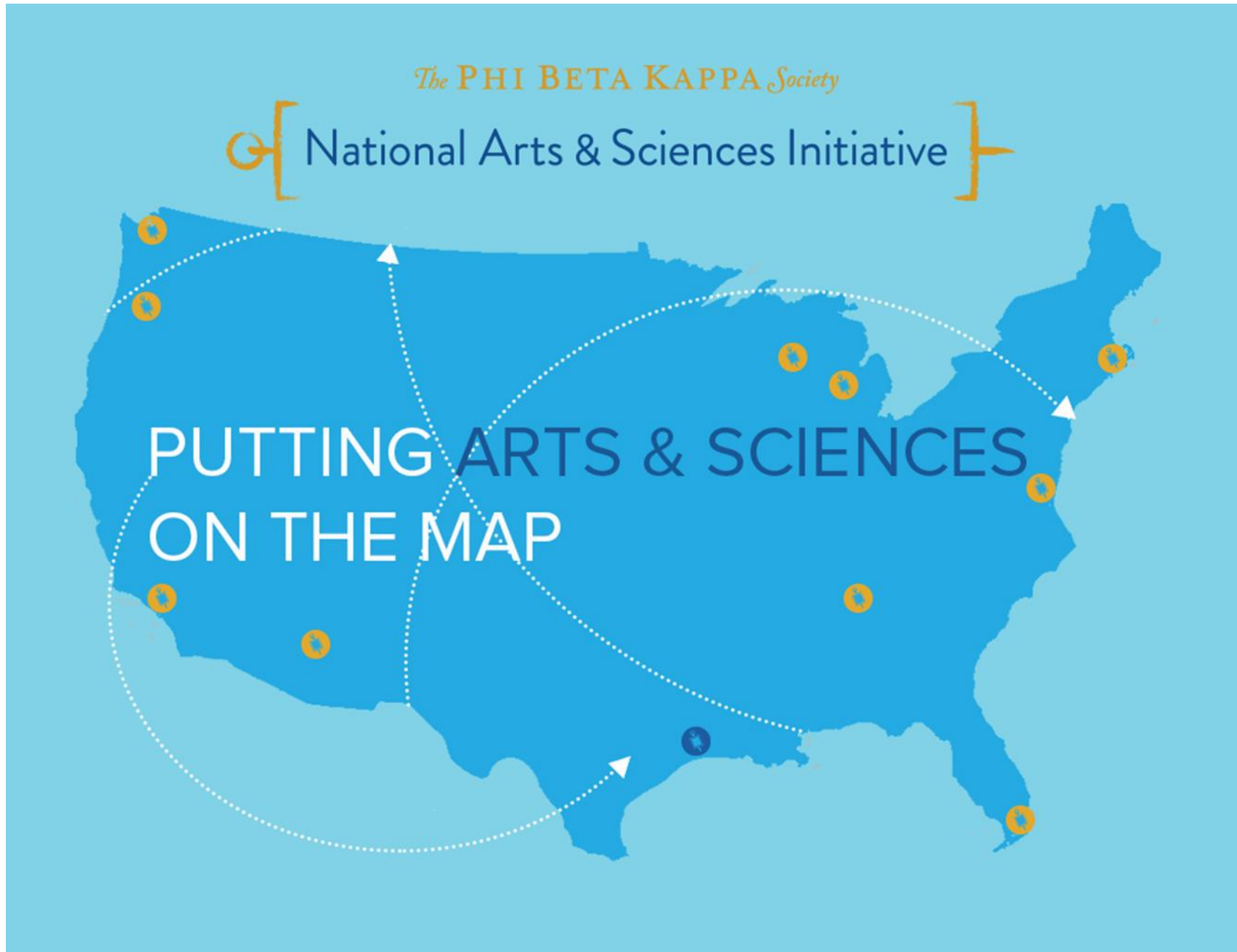
Pubs & Podcasts:



The PHI BETA KAPPA Society

 [National Arts & Sciences Initiative]

PUTTING ARTS & SCIENCES
ON THE MAP



National Arts & Sciences Initiative: Positive, Proactive, Constructive

**Convene
awareness-
raising events
that spotlight
the value of
the liberal arts
and sciences
AND engage
members**

**Develop and
deploy a
national
campaign that
connects
members,
policymakers,
media, and
other allies**

**Facilitate
thought
leadership
through
earned media,
strategic
partnerships,
and awards**

Phi Beta Kappa's Non-Partisan Priorities

First

- Framing **public value** of liberal arts and sciences
- Protecting the **National Endowments for the Arts and Humanities** as the Society's signature legislative achievement

Second

- Sustaining public **investments in well-rounded higher education**
- Encouraging public access to community-based **arts, humanities, and sciences**

Third

- Encouraging use of **science-based policy**
- Preventing political intrusion into **scientific grant process**

Toolkit & Outreach:

Translating Higher Ed News for Non-Academics



A well-rounded education pays. One top factor associated with six-figure salaries is taking courses outside your major.

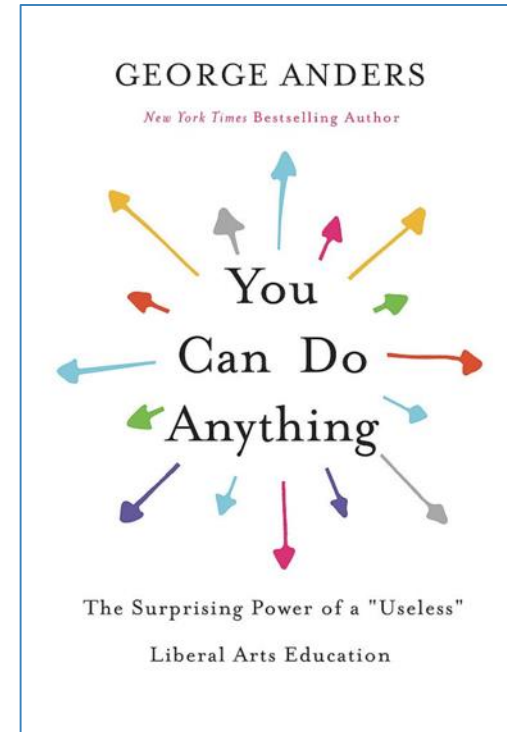
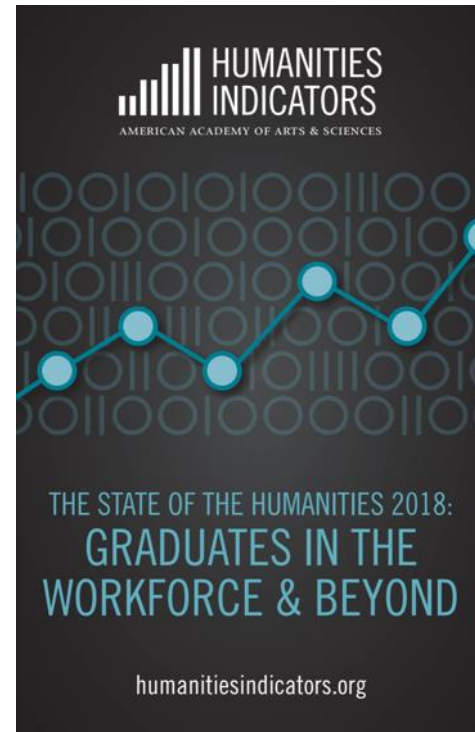
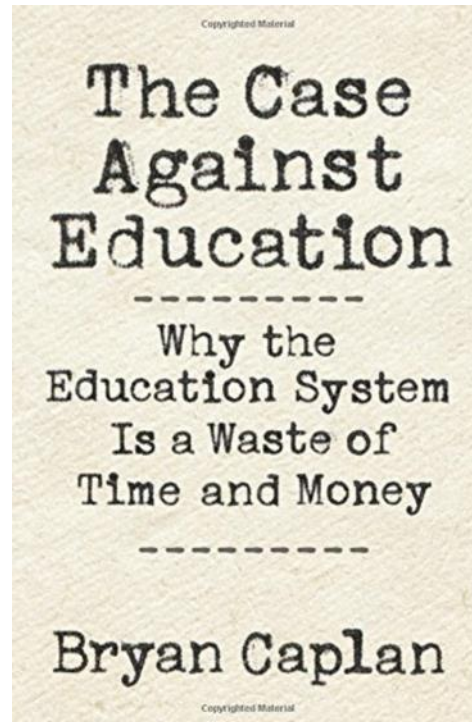


Funding the National Endowment for the Humanities costs Americans just .47 a year - less than the cost of a postage stamp.

1. What Students Will Read: Campus Common Reading
2. Save the National Endowments for the Humanities
3. The Contours of Free Expression on Campus
4. A Liberal Arts Degree is Actually Great for Your Career
5. The Dos and Don'ts for Scientists Who Want to Shape Policy
6. What College First Years Are Reading
7. You Can Do Anything: The Surprising Power of the Liberal Arts
8. Game of Thrones is Even Changing How Scholars Study Medieval History
9. A Message from Phi Beta Kappa about Charlottesville
10. The Phi Beta Kappa Society to Partner with March for Science

Emerging Themes Resonating with the Public

Liberal Arts as Preparation for Work



Technology & Ideas


How to Succeed in Business? Major in Liberal Arts

Resist the skills-gap panic; there are plenty of science grads. Forward-looking executives are investing in creativity and adaptability.

By [Andrea Gabor](#)


October 4, 2019, 9:00 AM EDT



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Liberal Arts and Engaging Across Disciplines



The Washington Post

Democracy Dies in Darkness

Liberal arts shouldn't be an afterthought at large research universities

With today's outsized emphasis on educating students in science, technology, engineering and math (STEM), the general education classes in written and oral composition — history, literature and philosophy — have been slowly marginalized, becoming little more than a box to check on the way to courses that really matter. This view of an overly specialized STEM curriculum came under fire early this summer. The National Academies of Sciences, Engineering, and Medicine, the country's leading authority on policy questions for these disciplines, published an important report advocating for the integration of the humanities and arts within science, engineering and medical education.

David A. Reingold is the Justin S. Morrill dean of liberal arts and professor of sociology in the College of Liberal Arts at Purdue University September 20, 2018

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

CONSENSUS STUDY REPORT

THE INTEGRATION OF THE
Humanities and Arts WITH
Sciences, Engineering,
and Medicine
IN HIGHER EDUCATION



Branches FROM
THE Same Tree

Liberal Arts Connecting to Communities



Diverse Public Programs

TONIGHT'S (EN)LIGHTNING SPEAKERS



CLIFFORD JOHNSON

THE MARVEL OF SCIENCE: COMICS ILLUMINATE THE UNIVERSE

Clifford Johnson is a professor of physics and astronomy at the University of Southern California, where he develops theoretical tools for basic fabric of Nature. A noted science communicator and writer, he served as the science advisor for numerous movies and TV shows including National Geographic's *Genius* and the forthcoming *Thor: Ragnarok*. He is also the Co-Director of the Los Angeles Institute for the Humanities.



TEOFILO RUIZ

THE TERROR OF HISTORY: THE WITCH CRAZE IN EARLY MODERN EUROPE

Teofilo Ruiz is a distinguished professor of history at UCLA, and is a scholar of the social and popular culture of late medieval and early modern Spain. He is the recipient of the National Humanities Medal, Guggenheim and Mellon Fellowships, a Carnegie Foundation Professor of the Year, a member of the American Academy of Arts and Sciences, and a former Phi Beta Kappa Visiting Scholar. *Photo credit: Scarlett Freund*



NANCY MARIE MITHLO

SELF AND OTHERS: WHY NOT KNOWING MAY BE A GOOD THING

Nancy Marie Mithlo is an associate professor of art history and visual arts at Occidental College, and a Howard Foundation Fellow at Brown University. An acclaimed scholar of contemporary Indigenous arts, she explores the intersections of race and representation in visual arts, popular culture, and museum studies. Her curatorial work has resulted in eight exhibits at the Venice Biennale. *Photo credit: Julien McRoberts*



LUCY JONES

THE BIG ONES

Lucy Jones is one of the world's most influential seismologists and founder of the Dr. Lucy Jones Center for Science and Society. Dr. Jones completed 33 years of federal service with the US Geological Survey, where she developed the first major earthquake drill. Known for turning science into public action, she now focuses on earthquake risk reduction through seismological research and integrated disaster scenarios.



FRANCIS SU

MATHEMATICS FOR HUMAN FLOURISHING

Francis Su is the Benediktsson-Karwa Professor of Mathematics at Harvey Mudd College and the past president of the Mathematical Association of America. He studies the application of combinatorics, geometry, and topology to problems in the social sciences. With a passion for teaching and popularizing math, *Wired Magazine* has named him the "mathematician who will help you fall in love with numbers."



CARA SANTA MARIA

TONIGHT'S EMCEE

Cara Santa Maria is an Emmy and Knight Foundation Award winning journalist, science communicator, television personality, producer, and podcaster. She is currently a correspondent on Netflix's *Bill Nye Saves the World* and reports on local issues for *SoCal Connected* on KCET. She is the creator and host of a weekly science podcast called *Talk Nerdy with Cara Santa Maria*.

BUILDING COMMUNITY PARTNERSHIPS

Our generous award from Phi Beta Kappa will help us guide a new class of underserved seniors to enroll in college, see their potential as thinkers, and contribute positively in their community.

-Write Girl, Founder Keren Taylor

This award is important to us as it recognizes the unique role of USVAA and our efforts to promote veterans working in the creative economy through wide array of programs. The recognition serves as a tremendous boost for us will help us continue with independent programming that highlights the extraordinary talents of veterans working in the arts and humanities.

-Keith Jeffries, Founder USVAA and USA 5th SFGA (Ret)



MAYOR'S OFFICE OF
CULTURAL AFFAIRS



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

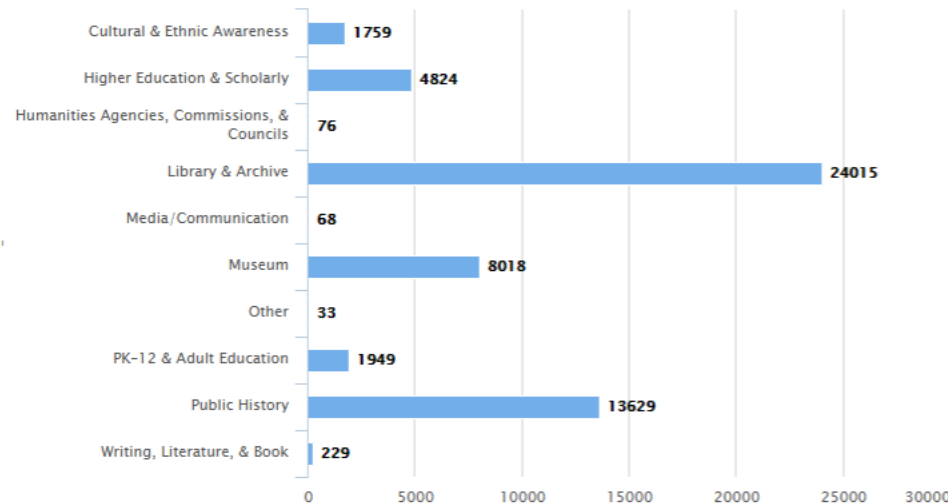




Couldn't be more thankful to [#phibetakappasociety](https://www.phibetakappa.org/) for their recognition. This award is and forever will be an immense honor

Welcome to NIHO: Humanities Organizations by the Numbers

[print](#) [download](#)



A given organization may be identified in multiple categories.

45,698

Humanities Organizations
Identified

[Suggest a Correction or Addition to an Organization's Profile](#)

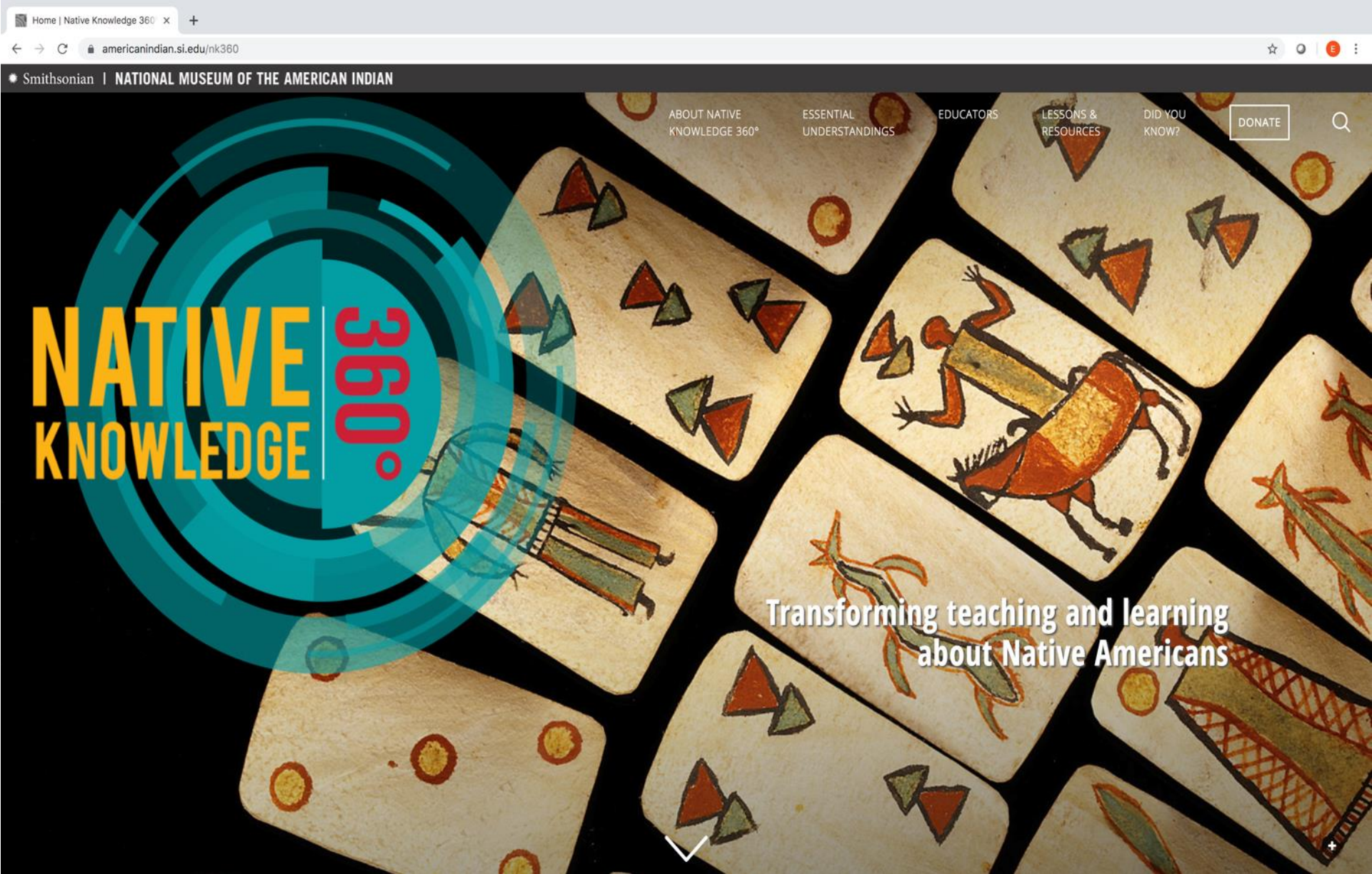
[Nominate an Organization for Inclusion in NIHO](#)

Made possible by:
 NATIONAL ENDOWMENT FOR THE
humanities



National Museum of African American History and Culture





National Museum of the American Indian

Any questions?

Sign up for our e-alert at www.pbk.org
More resources at toolkit.pbk.org

Credits

- ▷ Presentation template by [SlidesCarnival](#)



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Panel discussion and Q&A

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*Executive Director, Social Sciences and Humanities Research Council,
Canada*

We need to combat humanities exceptionalism: we have public humanities but can be just translating... one-directional... we need engagement that co-creates the research or citizen science need model, good models, good examples in Humanities



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Up Next

3pm	Coffee break	
3.30-5.15pm	Plenary contributions and interactive debate	Rasmuson Theater