

Institutional structures for societal impact of science

A four-day workshop on integrating societal impact in your institutional strategy, implementing support structures for access to funding, and responsible assessment of impact

24-27 May 2022, Online (PDT-EDT times)



ABOUT THE WORKSHOP

Science funders, research councils and universities, amongst others all over the world, put more and more emphasis on the societal impact of research. And with good reason. In a world that is rapidly transforming, with growing challenges on regional and global level, scientific knowledge and research is of the utmost importance in helping to find solutions. But researchers themselves cannot stand alone in the pursuit of having societal impact, they need the support of their institutions and sufficient funding. Therefore research institutions need to undergo a culture change, in which policy, strategy, structure, mindset and skills are adjusted to be able to stimulate societal impact of research, and demonstrate the pathways through which they take place. This workshop offers expertise and insights to those who want to build, execute and/or strengthen these supporting structures within their institution.

Assessing societal impact is necessary to increase chances of receiving funding and to serve institutional strategy, but it is also complicated. The assessments need to be appropriate for all scientific disciplines and should ideally capture long-term impact in addition to direct impact in society. Recognising that it may not be possible to assess the full spectrum of impact of universities, it is useful to focus on which key performance indicators do make sense, especially if the data can be collected in a structured way. And even then there can often be a mismatch between what is assessed and what is meant to be assessed, which is why there is more attention needed for “responsible metrics”.

In addition to an effective evaluation system, an impact-focused institutional strategy can help create communities and ecosystems for co-creation, engagement and transformation. An institutional approach can help develop a strong internal infrastructure that offers (tailor-made) training for impact-skills, facilities to help find appropriate stakeholders in society, increase the chances of receiving funding, encourage interdisciplinary research, and spark energy for impact.

Together with experts in the field and other participants from all over North America, representing a variety of contexts and a wide range of experiences, you will be able to discuss best practices to find solutions to shared problems and strengthen both research excellence as well as societal impact within your institution. This available knowledge will be converted into practice through a case-study exercise which creates a large pool of sources to enhance your access to (impact-based) funding for the research projects you support. We look forward to welcoming you to this workshop in March!

INTERACTIVE ONLINE EXPERIENCE

After two years of dealing with the pandemic we are all used to meeting online, and painfully aware of the aspects we miss out on in comparison to in-person events. By including additional short breaks, interactive exercises in break out rooms and informal chat opportunities, we try to make this online course as enjoyable and effective as possible. Join our **interactive course** from the comfort of your home and boost your chances of receiving funding for your own institution.

What our past participants say about this online course:

“An interesting, useful, fun, overwhelming, inspirational and educational course”

“A big energy boost to go for more societal impact”

“Valuable way to get insights and critically think about the societal impact of research”

ABOUT THE ORGANISERS

The Network for Advancing and Evaluating the Societal Impact of Science (AESIS) is an international, open community for professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being. Members come from all over the world, where they are involved in the evaluation of impact, research strategy and policy making, science funding, scientometrics, research administration, business creation, public engagement, and many more. We pursue a multi-stakeholder, system-wide approach on an international level, because we believe that stimulating dialogue between different sectors and regions, beyond the project level, will catalyse further development of effective instruments for evaluating and advancing the societal impact of science.

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

In collaboration with:



Course-Coordinators

Susan Renoe	Associate Vice Chancellor, University of Missouri & Executive Director of the NSF Center for Advancing Research Impact in Society (ARIS), United States
David Phipps	Assistant Vice-President of Research Strategy & Impact, Office of Research Services, York University & founder of Research Impact Canada (RIC), Canada
Anika Duut van Goor	Director of the Organisation for Advancing and Evaluating Societal Impact of Science (AESIS)



TUESDAY MAY 24TH

PDT EDT

8.00	11.00	Introductions
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Before we start four days of training the attendees get the opportunity to introduce themselves and meet the speakers. The programme will be laid out and everyone will have the floor to explain what it is they would like to take out of this workshop. This helps our speakers understand the group and will hopefully encourage you to engage more with all the other impact-enthusiasts present, to exchange experiences.

8.50	11.50	Break
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9.10	12.10	Embedding societal impact in your institution
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What is societal impact and why do we need to focus on it?

Why is it important to assess societal impact on an institutional level?

What is the added value of an institutional approach for impact?

Introducing the course-exercise: Interactive exercise in groups: laying out the science eco-system and prioritising opportunities

Susan Renoe

Associate Vice Chancellor, University of Missouri & Executive Director of the NSF Center for Advancing Research Impact in Society, USA

Anika Duut van Goor

Director of AESIS

10.00	13.00	Break
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10.20	13.20	What is your institutional readiness and impact culture
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Assessing your institutional current state, gaps and future state: Impact literacy

Getting started on the course-assignment: How to implement the knowledge gained in this workshop to a case study, as well as your own institution.

David Phipps

Assistant Vice-President of Research Strategy & Impact, Office of Research Services, York University, Canada

11.10	14.10	Break
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12.00	15.00	Planning for Impact
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Developing an implementation plan for action

David Phipps

Assistant Vice-President of Research Strategy & Impact, Office of Research Services, York University, Canada

12.50	15.50	Break
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TUESDAY MAY 24TH (cont'd)

PDT	EDT	
13.10	16.10	Exploring the funding landscape Mapping out the funding landscape - including public and private financing Finding synergy between research and financing programmes <i>J. Britt Holbrook</i> Associate Professor in the Department of Humanities at New Jersey Institute of Technology, United States
14.00	17.00	<i>End of day 1</i>

WEDNESDAY MAY 25TH

PDT	EDT	
8.00	11.00	Introduction on institutional support for impact Discussing the possibilities for an impact-focused institutional strategy that helps developing communities and ecosystems for co-creation, engagement and transformation. <i>Stefan de Jong*</i> Assistant Professor at the Department of Organization Studies of Tilburg University
8.50	11.50	<i>Break</i>
9.10	12.10	Instigating cultural change What types of policy can be put in place to incentivise impact? Which obstacles are most common and how can they be overcome? Where can policy be general and when should it be diversified? Finding the agents of change and creating awareness Promotion, tenure, and other encouragements for impact <i>Stefan de Jong*</i> Assistant Professor at the Department of Organization Studies of Tilburg University
10.00	13.00	<i>Break</i>

* to be confirmed

WEDNESDAY MAY 25TH (cont'd)

PDT EDT

10.20	13.20	Strengthening the institutional infrastructure, support and training
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Developing a strong internal infrastructure that offers training for impact-skills, facilities to help find appropriate stakeholders in society, increased chances of receiving funding, and encouragement for interdisciplinary research

Which facilities and staff should be made available to research projects in order to achieve societal impact?

How can talents be bundled and where do we draw the line between what researchers should be able to do themselves and where they need other professional staff to assist?

Kathryn Graham Executive Director of Performance Management and Evaluation at Alberta Innovates, Canada

11.10	14.10	Break
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12.00	15.00	Monitoring Impact as part of the institution's support
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Introduction to societal impact assessment and its crucial role in a successful impact strategy

Kathryn Graham Executive Director of Performance Management and Evaluation at Alberta Innovates, Canada

12.50	15.50	Break
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13.10	16.10	Societal impact and science funding
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How to improve access to research funding through societal impact

Taking an active role and positioning your institution in the science eco-system

J. Britt Holbrook Associate Professor in the Department of Humanities at New Jersey Institute of Technology, United States

14.00	17.00	End of day 2
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THURSDAY MAY 26TH

PDT EDT

8.00	11.00	Introduction on demonstrating, assessing and communicating impact <p>We start the day by creating an overview of the changing HE landscape and discussing current developments such as policy discussions and actions around accountability and societal impact</p> <p>Following the principle of the 6 A's, what are the intended purposes of impact assessment</p> <p>Developing parameters of impact assessment that are appropriate for local, national and international purposes</p> <p><i>Laurens Hessels*</i> Senior researcher at the Rathenau Instituut and a professor by special appointment at the Centre for Science and Technology Studies (CWTS) of Leiden University, the Netherlands</p>
8.50	11.50	<i>Break</i>
9.10	12.10	Impact assessment to serve your institution <p>How can institutional impact assessment and research strategies reinforce each other and how can you avoid the risk of perverse incentives?</p> <p>How to embed impact assessment in your research and organizational strategies? How can you avoid the risk of perverse incentives?</p> <p>When to take a common versus specialised approach to assessing impact across disciplines, as well as considering short versus long term impact?</p> <p>Guidance for developing an institutional societal impact profile – applications in practice</p> <p><i>Laurens Hessels*</i> Senior researcher at the Rathenau Instituut and a professor by special appointment at the Centre for Science and Technology Studies (CWTS) of Leiden University, the Netherlands</p>
10.00	13.00	<i>Break</i>
10.20	13.20	Current and emerging approaches to impact evaluation - part 1 <p>What are the currently existing different alternative approaches to impact evaluation (and what are their different uses)</p> <p>Responsible metrics, qualitative and quantitative methods, evaluation methods as a means rather than the end goal</p> <p><i>Juan D. Rogers*</i> Professor of Public Policy at the School of Public Policy, Georgia Institute of Technology, USA</p>
11.10	14.10	<i>Break</i>

* to be confirmed

THURSDAY MAY 26TH

PDT	EDT	
12.00	15.00	Current and emerging approaches to impact evaluation - part 2
		Guidelines (DORA), standards, ethics and value driven impact assessment Course-assignment preparations: the role of impact assessment within your institution
		<i>David Budtz Pedersen</i> Professor of Science Communication and Director of the Humanomics Research Centre in Copenhagen, Denmark
12.50	15.50	<i>Break</i>
13.10	16.10	Communicating Impact
		Communicating impact to different audiences Impact narratives as a useful tool Informing stakeholder decision making
		<i>David Budtz Pedersen</i> Professor of Science Communication and Director of the Humanomics Research Centre in Copenhagen, Denmark
14.00	17.00	<i>End of day 3</i>

FRIDAY MAY 27TH

PDT	EDT	
8.00	11.00	Dynamic universities for a transforming world
		With the rapidly transforming world universities shouldn't stagnate and should instead take a proactive, dynamic role to serve global challenges. How can institutional structures be implemented while also being flexible to adjust to future developments?
		<i>Jonathan Grant*</i> Author of 'The New Power University: The social purpose of higher education in the 21st century' & former Vice President & Vice Principal (Service) at King's College London, United Kingdom
8.50	11.50	<i>Break</i>
9.10	12.10	Assignment preparation (including short break)
10.20	13.20	Participant presentations (including short break)
13.10	16.10	Final words and questions
14.00	17.00	<i>Reception</i>