



University
of Glasgow

Public Engagement

A pathway to impact



Public Engagement: A Pathway to Impact

1. **Who** is your target audience? The public is not a homogenous mass. Don't target the 'general public'. **Be specific!**
2. **Why** are you engaging this particular group? How will they benefit from the engagement? Why is your research relevant?
3. What will **change** as a result of this engagement? Understanding or knowledge? Access to culture or science? Quality of life? Skills? Attitudes?
4. How will you measure this change? What will you do to **evaluate** impact?
5. How will you **reach** your audience and **build capacity**? Can you 'piggy-back' on existing programmes or networks? Work in partnership? Draw in-kind support from relevant University teams?

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