

TECH-U'S MODEL OF COMMUNITY IMPACT



Professor Adesola Ajayi
Deputy Vice-Chancellor

Definitions

Impact is simply

- simply the notable/marked effect or influence
- any effects arising from an intervention including immediate short-term outcomes as well as broader and longer-term effects.

"**Research impact** is the demonstrable contribution that **research** makes to the economy, society, environment and culture beyond the contribution to academic**research**" (Australian **Research Council**, 2017)



Definitions



ESRC define research impact as 'the demonstrable contribution that excellent research makes to society and the economy'.

This can involve academic impact, economic and societal impact or both:

Academic impact is the demonstrable contribution that excellent social and economic research makes in shifting understanding and advancing scientific, method, theory and application across and within disciplines



Definitions

Economic and societal impact is the demonstrable contribution that excellent social and economic research makes to society and the economy, and its benefits to individuals, organisations and/or nations.



Definitions



The impact of research, be it academic, economic and social can include:

Instrumental: influencing the development of policy, practice or service provision, shaping legislation, altering behaviour

Conceptual: contributing to the understanding of policy issues, reframing debates

Capacity building: through technical and personal skill development.



Definitions

‘Impact’ should have the following qualities and conditions:

Positive bring about positive desirable change

Meaningful and important, bringing about a change in a recognised social problem.

Sustained. the lasting effect of a service, usually after it has ended.



Impact: claim vs. evidence

- Claims about making a difference are no longer sufficient; evidence of how much difference you're making is now required. We should applaud this trend, because results are sometimes ambiguous and claims often go unsubstantiated. But does it really make sense for all mission-driven organizations to measure their long-term impact on society? Alnoor Ebrahim, 2013, HBR.



To make Impact

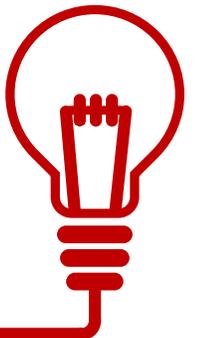
Understand the environment in which impact may occur. It may be useful to consider the following questions/points:

- Who are the key non-academic stakeholders (users/beneficiaries of research) in your proposed area?
- What are the stakeholders particularly interested in?
- What is the current situation for them? (the baseline environment from which change might be defined)



To make Research Impact

- What is the issue or need
- What are the key drivers and barriers for them?
- What might you change?
- How and when are you going to do it?
- Define the expected change outcomes
- It may be appropriate to conduct interviews, focus groups or surveys with stakeholders in order to fully understand the impact environment.



IMPACT ZONES



Tech-U Impact Domains



□ Teaching and Learning

- Offer functional, qualitative, motivating and inspiring education, including through
 - Effective and dynamic teaching methods
 - Regularly updated curriculum
 - Learner-centered services
 - Market-driven academic programmes



Tech-U Impact Domains



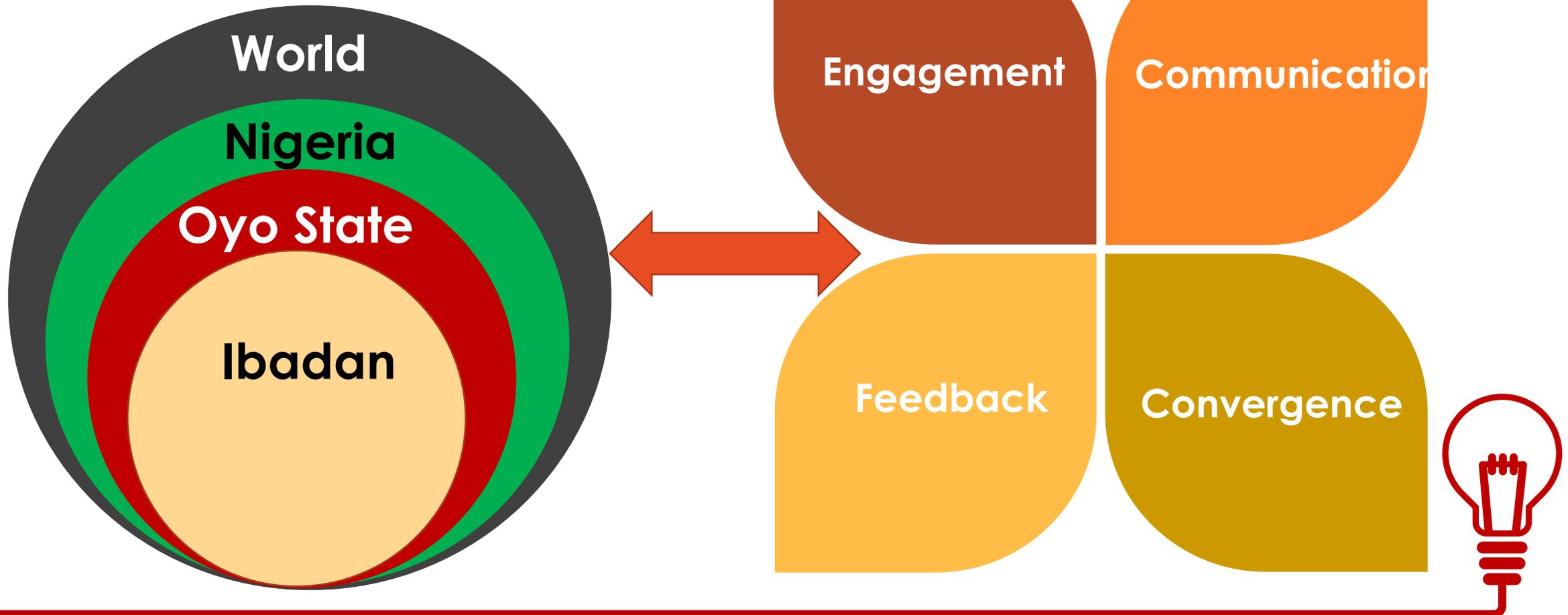
□ Knowledge and Practice

- Development-oriented research
- Technical and Vocational skills emphasis
- Contributions to professional practices
- Innovations



Tech-U Impact Domains

❑ Society and Environment



Tech-U Impact Domains



□ Policy

- Knowledge-informed decision making



FINAL THOUGHTS

Impact:

- consequence or an outcome?
- Planned or accidental?

Impact is a outcome of a deliberately planned actions





Thank You