



Bridging enterprise and engagement: introducing three new tools for universities

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Slides and tools:
[https://github.com/jcransom/
ncee-tools](https://github.com/jcransom/ncee-tools)

“As a vibrant knowledge hub, we have an important role to play both locally and globally. The university is a large employer and economic contributor in the region.”

— University of ?

“We aim to build a clear and distinctive reputation for excellence through strategic engagement and communication with our regional, national and international communities.”

— University of ?

“We will help the region address its challenges and opportunities while incorporating its many possibilities in education, research and service.”

— University of ?

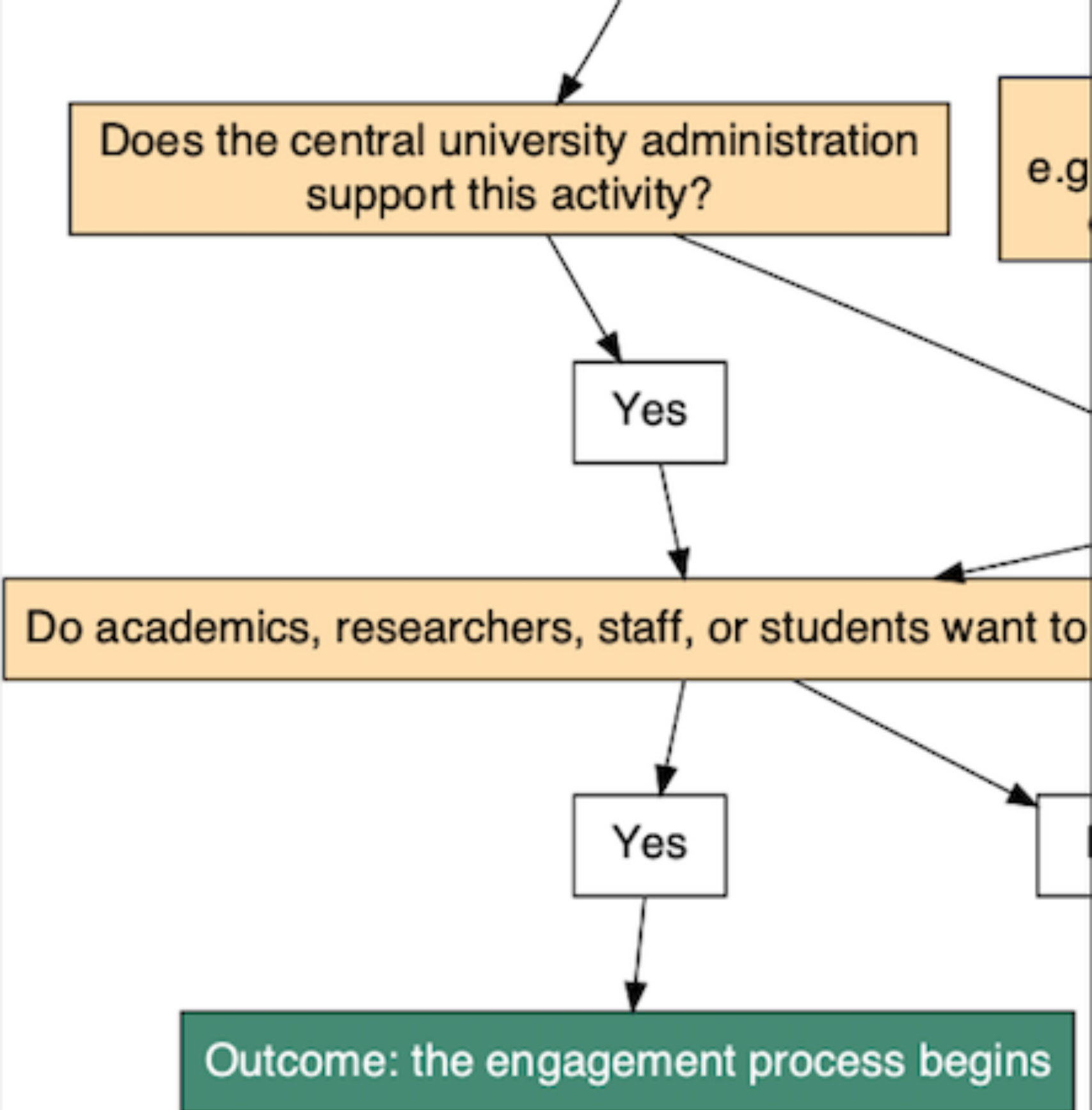
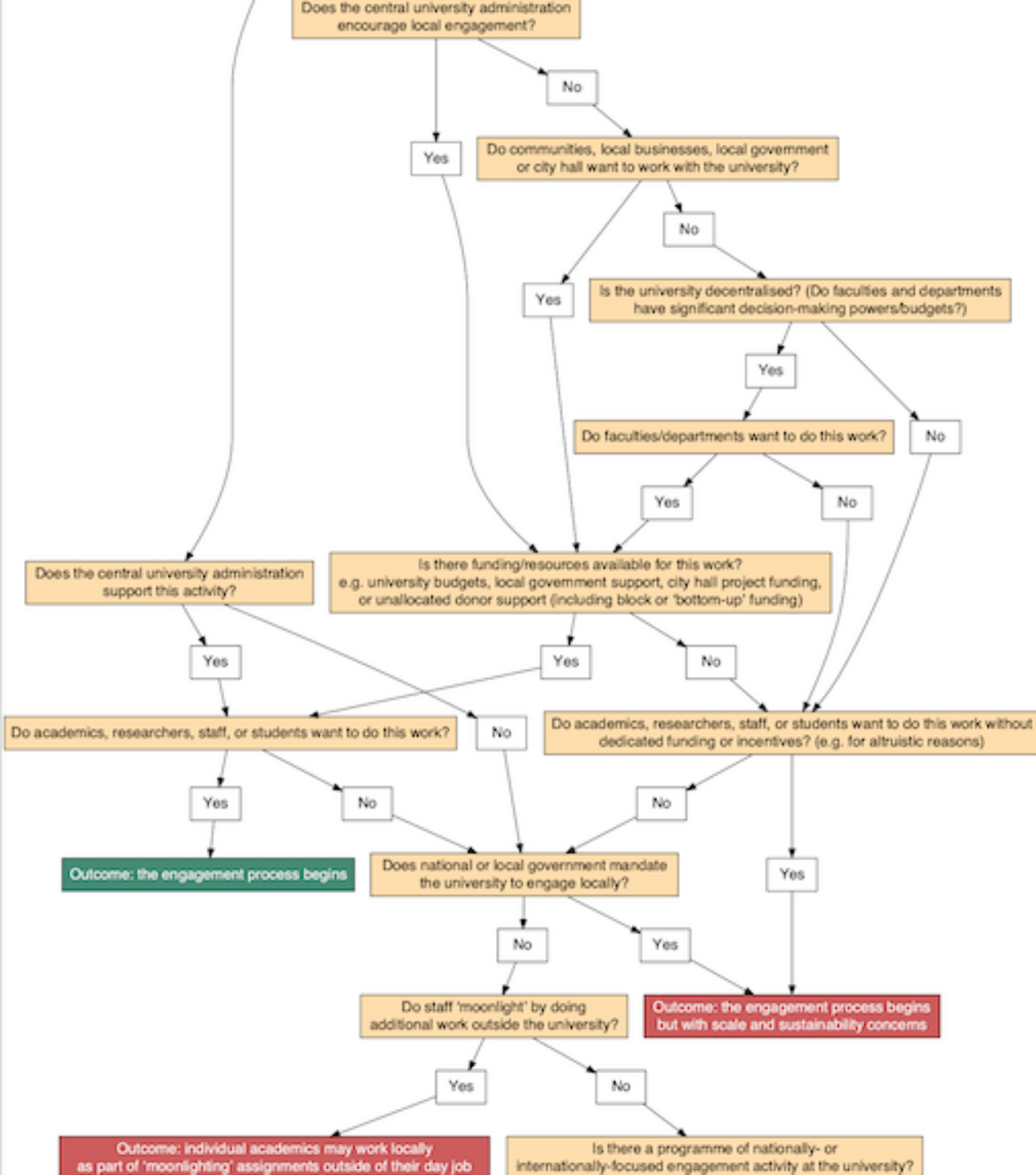
We will...

- Identify strategic partnerships that **enhance our effectiveness** and visibility
- Value diversity and **promote equality**
- Ensure our brand becomes synonymous with **excellence**
- **Strengthen** our commitment to social responsibility
- Put students at the **heart** of the university
- **Value all staff** and support them to excel

We will...

- Identify strategic partnerships that **weaken our effectiveness** and visibility
- Discourage diversity and **promote inequality**
- Ensure our brand becomes synonymous with **mediocrity**
- **Weaken** our commitment to social responsibility
- Put students at the **margins** of the university
- **Ignore staff** and discourage them from excelling

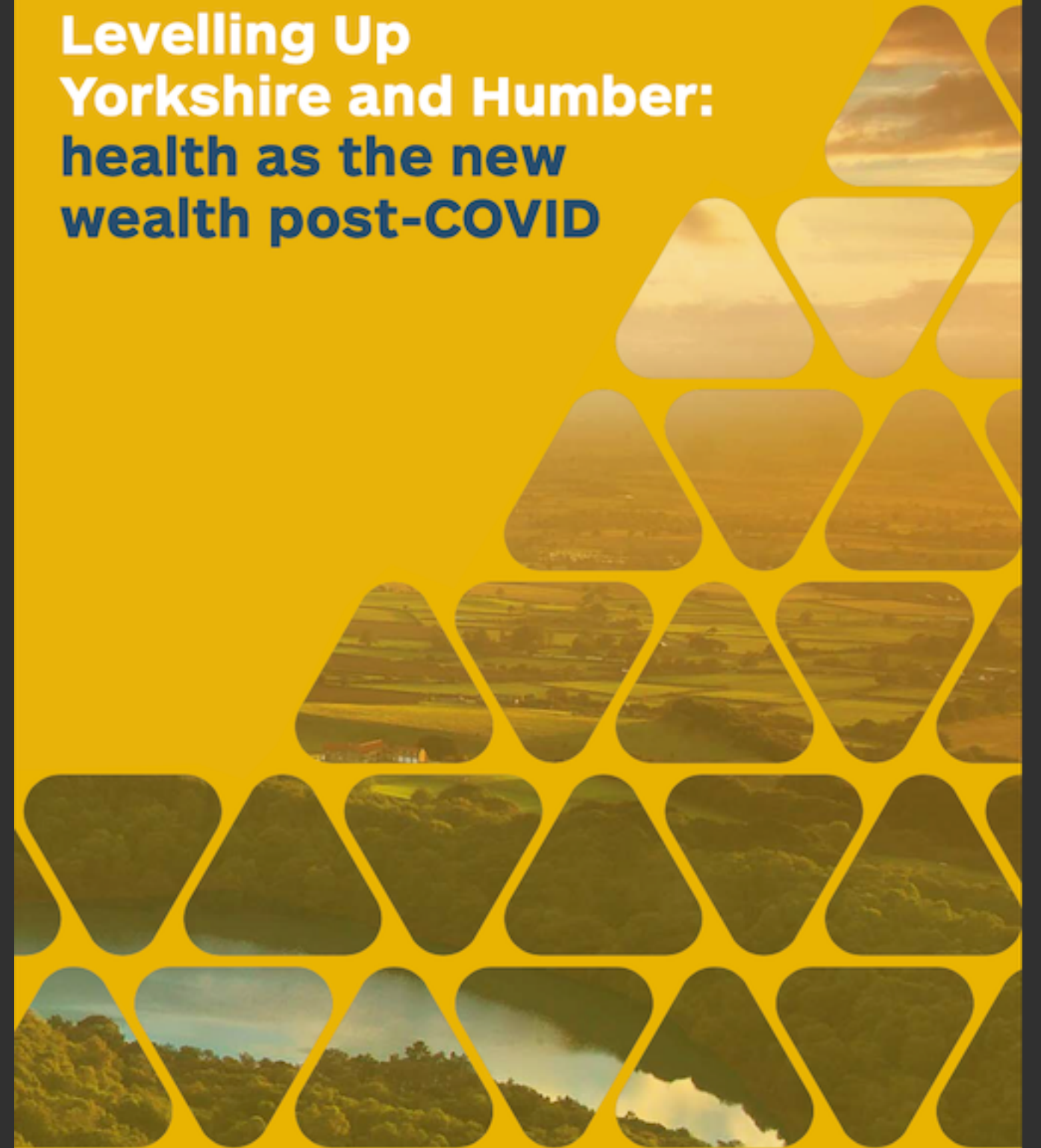
Tool 1: Visualising an institutional path to engagement



Tool 2: Twelve detailed examples

Extending local university engagement: twelve examples¹

**Levelling Up
Yorkshire and Humber:
health as the new
wealth post-COVID**



¹ Levelling Up Yorkshire and Humber (PDF)

Example 10

Starting point:

Academics and other specialists are involved in tackling local health challenges.

Extending activity:

Students and industry partners are also involved in designing and implementing responses. Work is done *with* rather than *for* or *to* communities. This work includes activity – such as citizen science – related to examining the social determinants of health, in particular things like improved housing.

Embedding activity:

There is a programme of work on anticipating and proactively responding to long-term challenges to health and wellbeing in the region, and communicating challenges and opportunities with partners within and beyond the region. A stronger focus on 'place' is promoted as a determinant of national research and innovation funding and activity. Regional partners should collectively make the case to attract greater investment in R&D and innovation funding for health.

Tool 3: Open source checklists of enterprise provision

“Under conditions of complexity, not only are checklists a help, they are required for success.”

MANIFESTO
THE CHECKLIST
HOW TO GET THINGS RIGHT

'It has been years since I read a book so powerful and so thought-provoking'
MALCOLM GLADWELL

ATUL GAWANDE
BESTSELLING AUTHOR OF *COMPLICATIONS* AND *BETTER*

“Checklists are quick and simple tools aimed to buttress the skills of expert professionals.”²

Which of the following are provided at your university?

Institutional policy 📖

An explicit institutional enterprise or entrepreneurship policy

A PVC responsible for enterprise / entrepreneurship

Tracking of individuals after graduation

Support for enterprise in local schools

Support for enterprise in local communities

A central office for technology transfer

A centre for social enterprise

Support for staff in enterprise 👤

Staff training in enterprise

Staff funds for CPD

Staff curricula development funds

Institutional awards for excellence or good practice

Development sabbaticals for staff

Staff support for commercialisation of IP

Incentives to attract / encourage educators to entrepreneurship

²Checklist Manifesto; NCEE Enterprise Survey Report 2020 (PDF)

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