



# Waitrose Blue Charter Knowledge Exchange Online Training Programme: Course Overview

The Blue Charter Knowledge Exchange Training is a bespoke online course funded that aims to help enhance the impact of research dissemination activities undertaken by our Blue Charter Fellows, and promote best practice interventions and innovative solutions emerging from their area of research.

## Course format

The course is comprised of nine modules. There are two introductory modules on the design and planning of knowledge exchange activities and seven modules on the delivery of specific types of activities.

Each module covers a broad area of research knowledge exchange and uptake skills. The modules are designed for self-guided learning and take no more than 3 hours each to complete. Additional time will be required for the participant to complete recommended activities that support the learning delivered in the module. Templates will be provided for activities where required.

Modules consist of the following:

- Module description
- Module objectives
- One Moodle Lesson covering content and exercises
- Activities and document templates
- An end of module quiz
- Useful resources (open access/free resources where possible)
- Glossary
- 3 x discussion questions for the module forum

## Module Briefs

### 1. Introduction to research impact, knowledge exchange and research uptake

The purpose of this module is to introduce the concept of research impact, knowledge exchange and research uptake, and illustrate why these activities are important. By the end of the module, participants will understand what is meant by research impact, knowledge exchange and research uptake, how knowledge exchange activities can increase the impact of their research, and how the delivery of activities under various research uptake strands can obtain different results.

### 2. Developing an effective Knowledge Exchange and Research Uptake Plan

This module will cover how to develop a Knowledge Exchange and Research Uptake Plan. It will cover the following:

- Mapping and prioritising stakeholders
- Developing engagement strategies
- Creating a timeline for planned activities
- Developing communication plans



By the end of the module, participants will be able to map their research stakeholders and develop strategies for various types of engagement. They will also be able to review their research project and strategically plan activities across the research cycle.

### **3. Communicating with non-academic audiences: getting your message heard**

This module is the first of two modules covering communication with non-academic audiences. The module covers the various channels which can be used for communication and guidance on how to use them. By the end of the module, participants will be able to set-up and manage accounts on various social media platforms, either directly or via a social media management platform. Students will understand the benefits of each platform, and how to share information on these platforms without compromising their safety and security online.

### **4. Communicating with non-academic audiences: creating engaging content**

This module is the second of two covering communication with non-academic audiences. The module covers the different types of content which can be used for communication and guidance on how to use them. By the end of the module, participants will be able to take photos and videos that effectively communicate their research, research findings and research impact. They will be able to identify ways to adapt their writing to suit non-academic audiences and understand how to create articles and posts for online and offline publications which include images, videos, and links to their online presence.

### **5. Event planning**

This module covers how to design and deliver events such as seminars, workshops and live demonstrations. By the end of the module, participants will be able to select an appropriate type of event for their research knowledge exchange activity and will be able to plan their event effectively against various budget levels. They will also be able to plan follow-up activities and use event feedback to inform their research.

### **6. Working with business and industry**

This module covers how to engage stakeholders from business and industry with research. By the end of the module, participants will be able to identify and make initial contact with key stakeholders from business and industry. They will set goals and objectives for working with the stakeholder to inform the engagement process. They will be able to plan effective engagement with the stakeholder, including how to obtain and maintain engagement, how to ensure the stakeholder is invested, and how to continue relationships with the stakeholder after the completion of the research project.

### **7. Working with policy actors**

This module covers how to engage policy actors with research. By the end of the module, participants will be able to identify and make initial contact with policy actors. They will set goals and objectives for working with them to inform the engagement process. They will be able to plan effective engagement with policy actors, including how to obtain and maintain engagement, ensure policy actors are invested, and continue relationships with policy actors after the completion of the research project.



## **8. Working with local communities**

This module covers how to engage stakeholders from local communities with research. By the end of the module, participants will be able to identify and make initial contact with key stakeholders from local communities. They will set goals and objectives for working with the stakeholder to inform the engagement process and will be able to plan effective engagement with local communities, including how to obtain and maintain engagement, how to ensure the local communities are invested, and how to continue relationships with local communities after the completion of the research project.

Students will also understand the importance of safeguarding and learn how to adequately protect the privacy and safety of both themselves and the local community when carrying out knowledge exchange activities.

## **9. Monitoring, evaluating and capturing impact**

This module covers how to monitor and evaluate your knowledge exchange activities, and how to capture impact and learning. By the end of this module the participant will be able to develop SMART measures for all their planned knowledge exchange activities, determine what success looks like for their activities and effectively measure if their activities have been successful. They will also be able to evaluate the need for follow-up activities and ensure that their activities are designed in synergy with their wider research and later stages of their research cycle.