

Joining the Dots and Demonstrating Public Value:

Pilot project toward an evidence base for 2020

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For Chancellery Engagement, Advancement and the Vice-Chancellor of The University of Melbourne

The Pilot Project - Aim and expected outputs:

Over three months, the Pilot Project will investigate the role, range, location and history of Future Generation Scholarships at the University of Melbourne and conduct a deeper analysis of the impact that the scholarships have had on the University's community. The project will generate:

1. The foundations of a **Knowledge Platform** (structure, functions and evidence) for Engagement and Advancement at the University of Melbourne (the joined dots), starting with the last University calendar in 2009, mapping it forward to the present and laying the groundwork for mapping the future evolution of the University;
2. The foundations of a **Narrative Framework**, a process for demonstrating public value, and Seven Stories of Impact. It is here that we will investigate the significance of lines between the dots – that is, the stories that can be told.

Throughout this Pilot Project, visual representations (network graphs) and web representations of the data will reveal the genesis and growth of Engagement and Advancement at the University from 2007 to the present, from the scholarships perspective. These will help the project team and the Joining the Dots Working Group understand the nature of the data, the evolving data model, its limits and its possibilities, and the information security issues relating to sources of evidence (records). In this three-month period, a necessary activity is building the resources and tailoring the processes with key stakeholders. Monthly meetings with the Working Group will provide opportunities to refine, demonstrate capability and build a community of knowledge and interest around the work. The feedback tools and seminars will help focus and steer the project so that the Working Group is in a position to confidently recommend post-pilot work.

Resourcing – for anticipated start 7 August 2018:

- The eScholarship Research Centre has the OHRM (Online Heritage Resource Management System) and other resources already to enable us to do this work.
- The resources for the Narrative Methodology are open-source and available online. The University, through the Project Team, has expertise in narrative methods.
- Resources (time) from Advancement, Engagement and others, in addition to Working Group meetings including occasional consultations with key individuals (singly or collectively) as required.

Budget: \$90,000 covers (1) project manager and (2) research assistant(s), salary and on-costs x 3 months, plus a relatively small allocation for technology, design and associated project consumables.

Monthly working group meetings: to report progress and analysis of implications for future work. This needs to be socialised in all aspects from inception, with the Working Group leading on strategy, what would be possible, and who should be consulted.

Series of work:

This proposal follows the first meeting with the University's *Joining the Dots Working Group* on 12 June 2018, and builds on the interest and visions documented in earlier papers¹. The goal is to work towards a *Grand Vision* – documenting the University's *demonstrable contribution to public value* in a systematic manner via a sequence of projects:

1. *Pilot Project:* Future Generation Scholarships at the University of Melbourne, public value and impact (3 months, leading directly to Project 2).
2. *Joining the Dots and Demonstrating Public Value to 2020:* Engagement, public value and impact (timeframe 2018-20, expanding towards the Grand Vision)
3. *Grand Vision:* An enduring program that publicly documents the structure, functions and achievements of the University of Melbourne over time.

¹ 'The Scholarly, Teaching, Research and Engagement History of The University of Melbourne', by Gavan McCarthy. (Appendix 1); 'Joining the Dots and Demonstrating Public Value': Engaged Students (and Impact) Toward 2020' by Ani Wierenga (Appendix 2).