**Pathway to Impact**

**Design Program**

### BACKGROUND

You can't manage what you can't measure... and measuring third mission impact continues to be a significant struggle for universities. For this reason, Pathway to Impact brings together ambitious, innovative universities to establish, test and apply a framework for third mission impact.

### OBJECTIVES

Led by UIIN, you will be guided to undertake an extensive mapping of your university’s external engagement activities and supporting structures using an evidence-based framework. Universities will be supported to create their pathway to impact framework and identify potential methods of data collection and metrics to measure their third mission activities.

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<th>Engagement Impact Framework</th>
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<td>Engagement Support</td>
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<td>Success Stories &amp; Untapped Potential</td>
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<td>External Ecosystem</td>
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**SELF-ASSESSMENT**

Get a detailed understanding of and holistic view on all engagement activities and metrics

**WORKSHOPS**

Gain insights and validate your findings through sharing experiences and learning from best practice examples of engagement

**FRAMEWORK**

Design your pathway to impact framework, leveraging self-assessment findings and learnings

### ABOUT

As a global network dedicated to advancing the field of university-industry engagement, UIIN brings years of experience through conducting research, delivering training and advisory services, and engaging with our community.

**Program information:**

- **Duration:** 16 week program commencing in 2021
- **Format:** Cohort-based program with 5-8 universities, including individual and group activities. Each university creates a team to engage with UIIN and participate in group events
- **Discounted price** to participate in pilot: €8,500 per university
- **Contact:** orazbayeva@uiin.org
- **Website:** https://uiin.org/pilot-programs/pathway-to-impact/

**A 16 week program to create your engagement framework!**

Apply by January 15, 2021
Pathway to Impact Design Program

TIMELINE & ACTIVITIES

Kick-off event
Week 1
- Introductory event for program participants with interactive workshop on engagement & impact

Focus Group
Week 2 - 3
- Half-day focus group for each university to collect insights and inform the data gathering process

Self-Assessment
Week 3 - 9
- Participants will receive a framework and guide for university representatives to undertake self-assessment of their current engagement activities

Touch-point
Week 9 - 10
- Representatives of all universities will be brought together to discuss key observations and challenges in data collection and indicators

Analysis & Reporting
Week 10 - 13
- The collected self-assessment data will be aggregated and analysed by UIIN to determine the status quo of the current engagement activities and indicate areas for improvement

Validation Workshop
Week 14-15
- Workshop for each university to discuss and co-develop their tailored pathway to impact framework

Closing forum
Week 16
- Program closing event with presentations to share learnings, insights and next steps and network with other participants

PROGRAM BENEFITS

Framework
- Develop a framework and pathway to capture your university’s international and local footprint

Insights
- Leverage findings, workshops and best practice examples to utilise framework to guide engagement activities

Network
- Connect with internal and external peers to identify metrics and indicators to measure and capture your external engagement activities and social impact

Methodology
- Learn different data gathering methods to track and measure your external engagement activities

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