



Measurement of the (local) impact of the Universities' Third Mission activities

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Designing a measurement approach for Third Mission impact

Why?

- Needs
- Benefits
- Caveats

How?

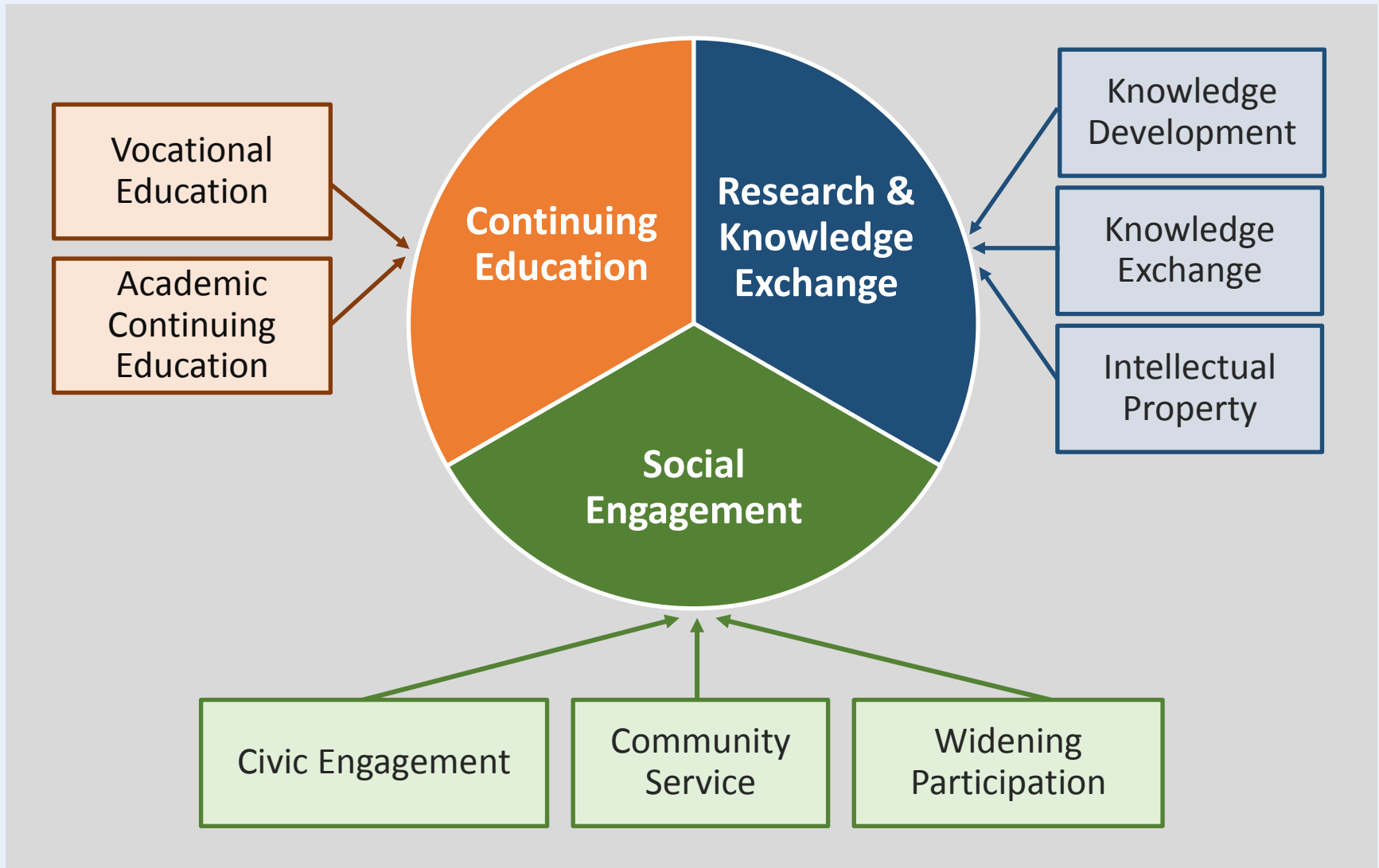
- Methods
- Chances
- Constraints

What?

- Topics
- Formats
- Data



Branches and activity fields of the Third Mission



➤ What impact? Dimensions of performance measurement

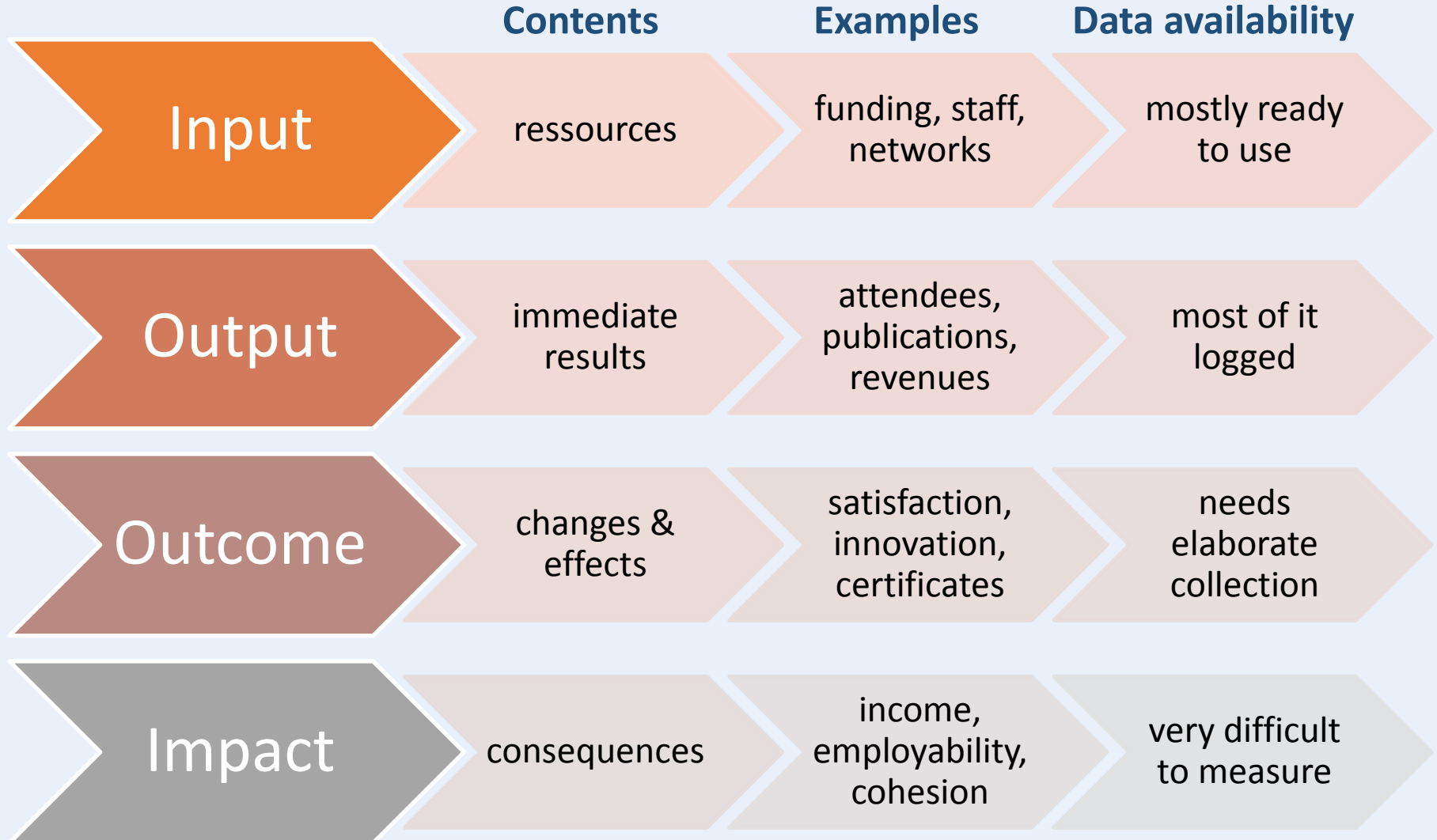
**passive
regionalism of HEIs**

**active
regionalism of HEIs**

**presence
effects**

**activity
effects**

What impact? Dimensions of performance measurement



Examples from Magdeburg & University



Knowledge Exchange



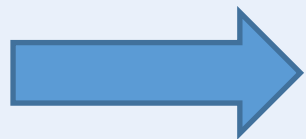
Studieren ab 50

Widening Participation

Publicly available facts:

- 300 single activities
- 30 academic institutions
- „Several Thousand“ attendees

→ Input & output data



lack of data on impact

Publicly available facts:

- 750 attendees
- 270 lectures

→ Input & output data



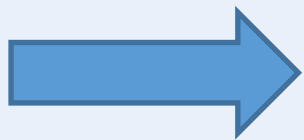
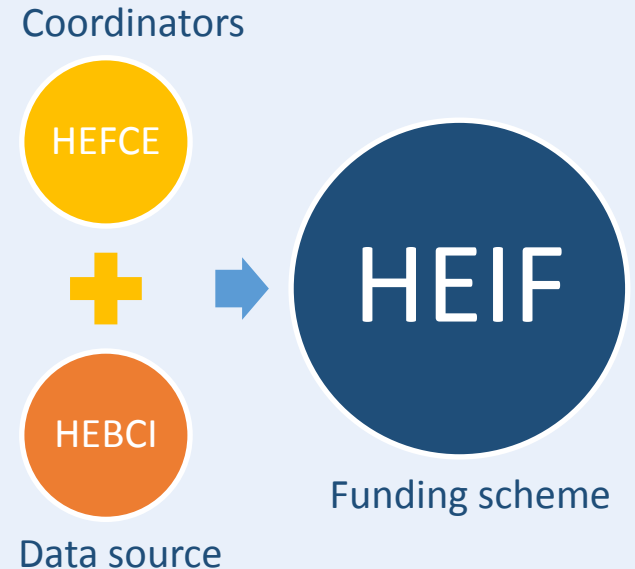
Structural chaos: the digital eco system of HEIs



Third Mission impact for performance based funding

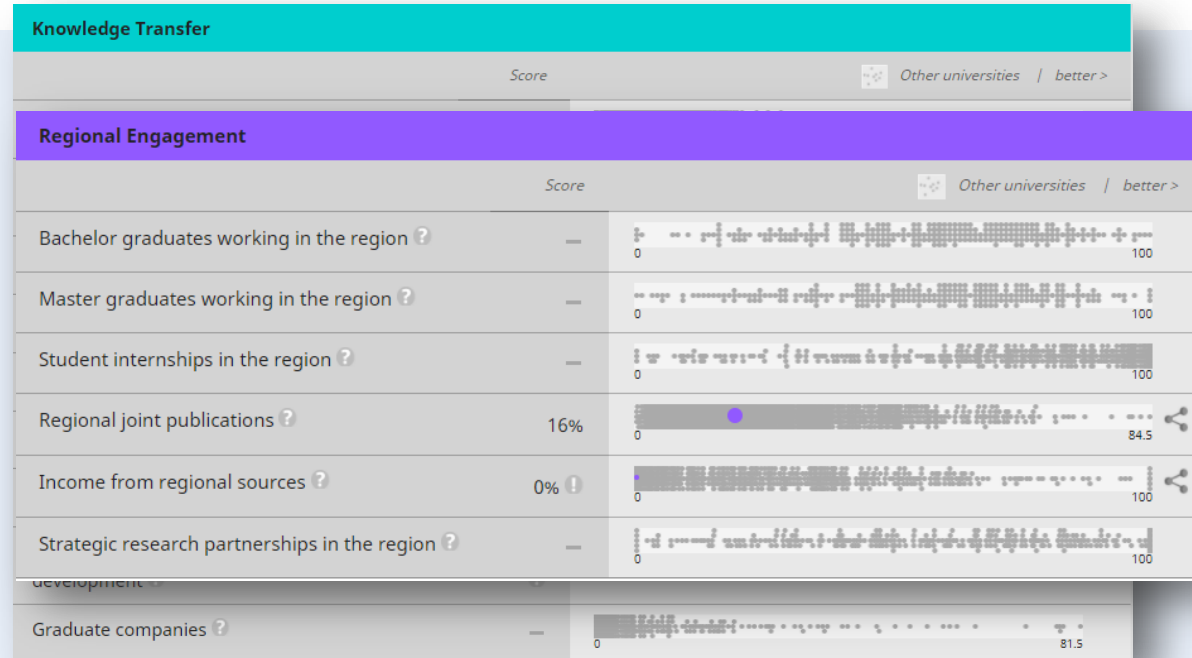
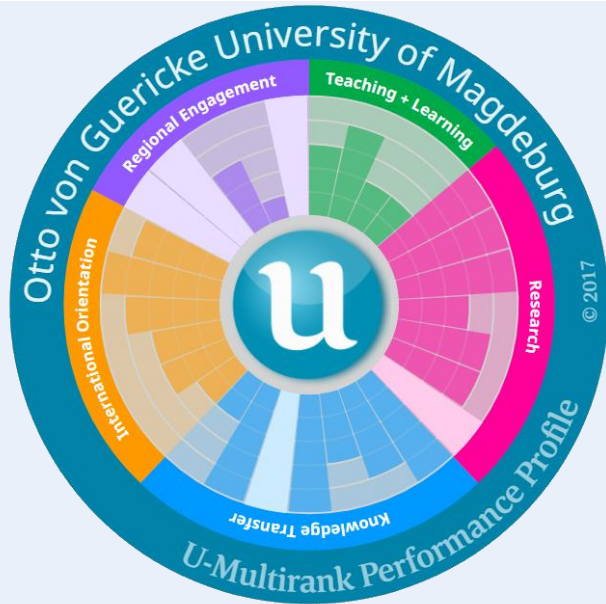
England: HEIF – Third Mission funding allocation by formula

- ~175m £ pa. allocated to HEIs
- Impact concept → **income**
(generated from collaborative research, consultancy, development programmes, extra-mural courses etc...)
- Few indicators
- Based on dedicated survey (HEBCI)



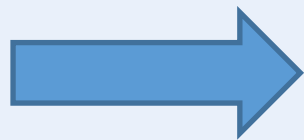
viable measurement method for impact

Third Mission impact for performance rankings



International: U-Multirank – relative performance by fields

- ~850 HEIs / 70 countries
- Heterogenous data availability - HEIs deliver what they have

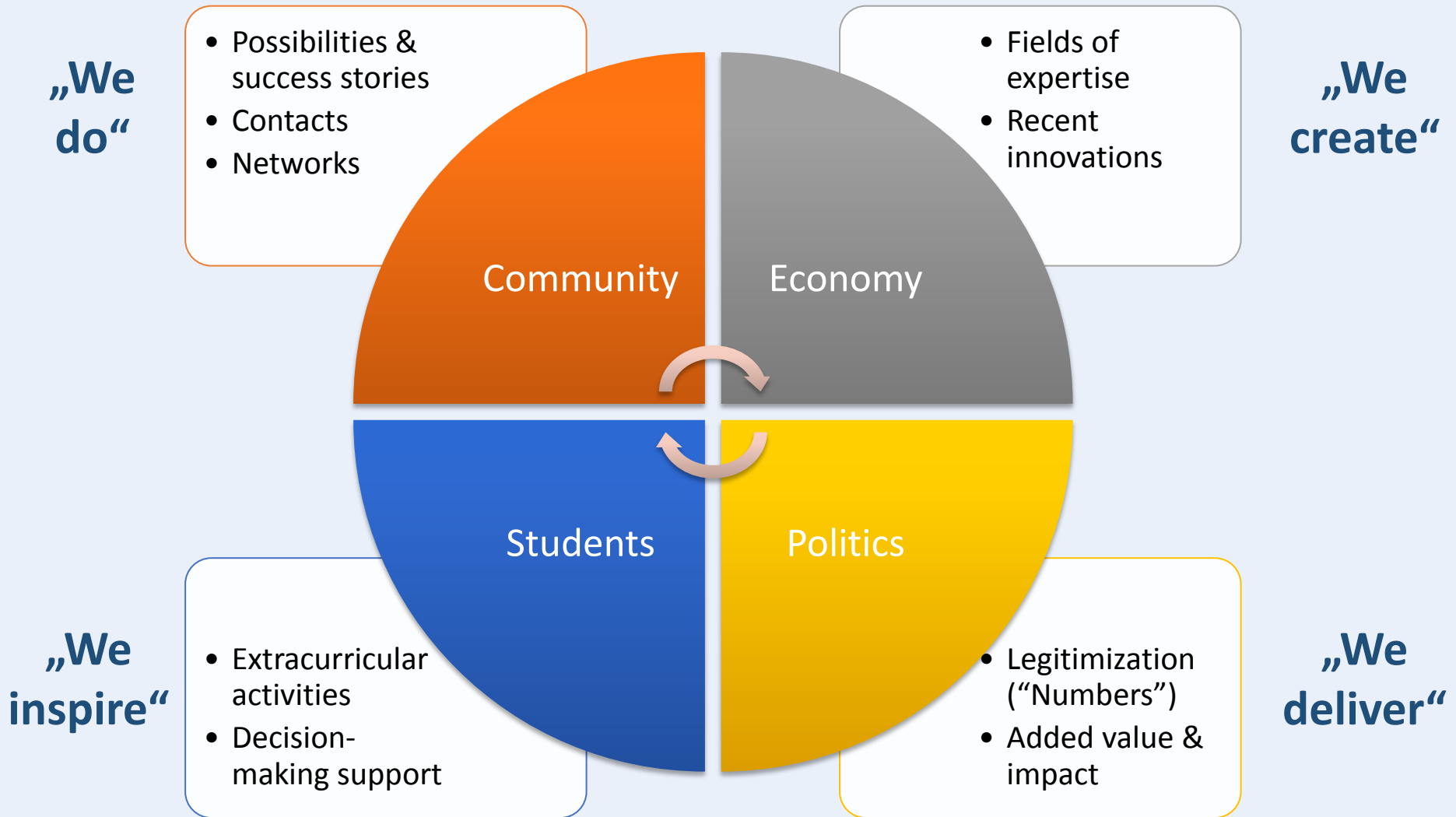


Impact, but limited value at local level



...what is missing?

Stakeholders' information needs



➤ From measurement to strategic communication

Accumulating data alone is **pointless**, local stakeholders need to be addressed strategically

→ **tailored & useful information on capacity and impact** will reinforce local networks & prove success

*In other words: **Demonstrate** how Third Mission...*

- is **enabler for local strategies** such as „smart cities“
- **fosters dialogue** between citizens, business, politics and science – strengthens democratic values



1. Base data

**abstract, objectives, contacts,
partner, tags**

2. Information

**links, documents,
publications**

Activity

3. Key figures

**Indicators, i.e. input, output,
outcome, impact**

4. Achievements

**achieved objectives, evaluation
results, success stories**

➤ “Science Scorecard” project (Stifterverband, 13 regions in DE)

- Tool for knowledge-based urban and regional development → all regional actors combined
- Performance levels are measured on a scorecard → multi-faceted profile for a region

Dimensions and categories

Base Data

population, research institutions, qualified labour force

Regional Data

research, economy, socio-economic factors

Activities

strategies, exchange, co-operation, communication

➤ Practical steps for HEIs to improve communication

Review

Review communication strategy – why, how, what

Begin

Take stock of activities – provide base data

Check

Check for further data – funding, staff, mode, target groups, etc. – also: data from partners

Add

Strengthen data through dedicated survey – and explain purpose

Adapt

Adapt communication channels – internal recognition & external permeability

Conclusions & outlook

- Indicators for Third Mission are cumbersome work
- Strategic communication better than limited indicators, but requires clear scope and high visibility
- National/political initiatives to improve data quality haven proven effective (cf. HEIF scheme England)
- “University 4.0” will facilitate data generation dramatically – integrated digital eco system



Thanks for your attention!

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Example: England

UK HE-BCI Income 2003-15 (£Ms Real Terms)

