

| MISSION | <p style="text-align: center;">WIN PUBLIC ENGAGEMENT MISSION</p> <p>We aim to <i>inform</i> and <i>inspire</i> diverse audiences, <i>improve our research</i> through dialogue with these audiences and <i>provide training and engagement opportunities</i> for our researchers to help them to become better communicators.</p> | | |
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| AIMS | <p style="text-align: center;">INFORMING AND INSPIRING DIVERSE AND UNDERSERVED AUDIENCES</p> | <p style="text-align: center;">ENGAGING WITH AUDIENCES TO INFORM AND IMPROVE OUR RESEARCH</p> | <p style="text-align: center;">IMPROVING OUR COMMUNICATION SKILLS AND SHARING OUR ENGAGEMENT EXPERIENCE</p> |
| MEANS | <ul style="list-style-type: none"> By building <i>long-term relationships</i> with a small number of target schools Creating events that are more accessible, and better advertised, to a wider audience | <ul style="list-style-type: none"> By creating <i>meaningful dialogue</i> between audiences and researchers By providing training and opportunities for researchers in how to involve the public in our research | <ul style="list-style-type: none"> By providing <i>training, feedback</i> and <i>opportunities</i> to aid communication with a wide variety of audiences By <i>sharing our engagement practice</i> at scientific conferences and among the PE networks nationally and internationally |
| OUTCOMES (Measurable) | <ul style="list-style-type: none"> A more diverse attendee profile Number of people attending events for the first time increases Attendees increase understanding of neuroscience and neuroscientists in particular, and science and scientists in general | <ul style="list-style-type: none"> More research projects include an engagement element Our researchers have an increased understanding of public involvement in research, what the benefits are and how it can be achieved Our audiences value their involvement in our research/engagement | <ul style="list-style-type: none"> Researchers become more effective communicators and are better able to speak to a variety of audiences Audience feedback of our events improves We inspire other scientists to do more public engagement |
| IMPACT (Projected) | <ul style="list-style-type: none"> More STEM choices in target schools Attendees come to more event in the future More diverse audiences realise sciences touches their lives Increased interest in scientific events | <ul style="list-style-type: none"> Research projects with public involvement provide productive outcomes Audiences feel more involved in research Funder recognises we meet public need WIN is recognised as a leader in public engagement with research | <ul style="list-style-type: none"> Researchers disseminate research more effectively Improved communication and engagement skills make our researchers better scientists Science literacy goes up in communities where researchers engage with the public |