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# Challenges and opportunities for universities' KE in a changing higher education landscape

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# THE MAIN CHALLENGES AND OPPORTUNITIES THAT UNIVERSITIES ARE CONFRONTED WITH IN PERFORMING THEIR KE MISSION

## ■ Opportunities

1. Make valuable knowledge produced by universities more accessible to stakeholders
2. Enhanced opportunities to collaborate with industry
3. Enhanced reputation

## ■ Challenges

1. Increased demand on academics: teaching, research, university administration, impact generation and knowledge exchange
2. Return on investment – unpredictability

# WHAT ACTIONS SHOULD UNIVERSITIES TAKE?

- Should consider **strategically** how to achieve success in a portfolio of activities

## Role

Should we rely on academics to deliver all these? – Challenges – skills, time, return on investment

Should we create a separate role, who could work alongside academics for effective knowledge transfer – What are the types of people who are suitable for this role?

## Infrastructure

How to design infrastructure to support KE – e.g. media network, dissemination, new mechanisms using digital technologies

# WHAT SHOULD POLICY DO TO SUPPORT UNIVERSITIES IN THEIR KE EFFORTS?

Be a **co-creator** in KE activities rather than an evaluator of the success

