Knowledge Exchange: Indicative Criteria for Promotion

General principles

From 2022/23 cycle onwards all applicants need to demonstrate their contribution to the University's Knowledge Exchange (KE) strategy, and the impact of their activities. Candidates should set out their contribution to the elements most relevant to their respective career pathway (teaching, research, teaching and research), as appropriate to their discipline. **It is therefore not necessary for candidates to cover all examples of KE listed; in practice, most will focus on a small number of activities pursued at greater depth over time**. Evidence of leadership at lower levels of application is also welcomed and will strengthen a case for promotion. The examples below are cumulative and therefore the expectation at senior levels is that lower level activity will be undertaken as well as the higher level examples.

	Examples levels of activity (cumulative)
Grade 8: an emerging engagement with KE	Evidence of engagement with one or more of the following priority areas of the Aston KE strategy as detailed in College implementation plans: • Research and Knowledge Transfer (KT) • Regional and Civic Engagement • Employability and Entrepreneurship • Degree Apprenticeships/ Work-based Learning • Engagement with private, public and third sectors
Grade 9: a growing track record of KE	Research and KT • Participates in internal and external research networks. • Proactively engages with appropriate beneficiary groups to inform research activity and enhance pathways to impact. • Contributes to collaborative research projects or consultancy sponsored by business, public sector and other organisations. • Works with the KE team to proactively plan for potential Intellectual Property emerging from their work. Regional and Civic Engagement • Engages in activities which increase the public's understanding of the discipline e.g. public lectures, articles / blogs or demonstrations or activities that support external users of research resources. • School and College outreach Employability and Entrepreneurship • Involvement of students in collaborative projects with external partners. Up to date innovative content and materials including outcomes, module plan, teaching materials, assessment • Proactively seeks out labour market insights and amends module and / or programme content appropriately to align with employer need and deliver relevant skills.

	• Development of mechanisms for students to reflect on and articulate the skills they have developed that will be relevant for graduate success. **Degree Apprenticeships/ Work-based Learning** • Involvement in tenders/bids for client programmes and/or their delivery • Evidence of CPD in professional area to ensure knowledge of latest industry best practice • Updating of existing programme materials to meet the changing requirements of the client/industry and/or programme with respect to content, new knowledge and latest industry/professional best practice **Engagement with private, public and third sectors** • Engages with external partners and can demonstrate that engagement informs practice, including contributing to networks, events and workshops for the business community
Senior Lecturer/Reader: an established track record, including leadership of some initiatives	**Research and Knowledge Transfer** • Provides leadership and mentoring in the integration, delivery and evaluation of Knowledge Transfer. • High-quality outputs published in collaboration with external beneficiary groups. • Has Intellectual Property licenced to third parties. • Is a named inventor on patents filed by the University. **Regional and Civic Engagement** • Has an established public profile e.g. in the media or through giving public lectures • Engages with regional bodies to build evidence to inform relevant policies and practice • Membership of external boards / acting as a trustee for organisations in the private, public or third sectors **Employability and Entrepreneurship** • Engages with employers at new course ideation phase to seek their views. Builds and shapes content appropriately. • Where possible, incorporates live data and current scenarios within the curriculum. This could be through collaborative projects with public, private or third sector employers, or using company data/scenarios to pose a solution to a problem • Show evidence of the impact of coordinating and inspiring others in developing the employability of students • Leading and mentoring colleagues in embedding knowledge exchange within teaching and research activities for the benefit of students, colleagues and the University • Programme content designed to address a known skills shortage/gap. Where appropriate, this should be in collaboration with industry/employers **Degree Apprenticeships/ Work-based Learning**

	• Developing new programme materials that are market led and designed to meet client requirements. • Contribute to the development of strategic relationships with stakeholders to support the growth and relevance of our programmes. • Engaging/networking with clients in maintenance of partnership relationship. Engagement with private, public and third sectors • Leads engagement with external partners in the private, public and third sectors
Professor Band 1: a significant track record of KE activities in the candidate's disciplinary area and/or across the University	Research and Knowledge Transfer • Has major achievements in knowledge exchange activities with impact beyond academia such as chairing national policy committees, contributing to clinical guidelines, collaborating on significant research programmes with external organisations and leading relevant external national and international networks. • Has founded a University spinout and/ or has licensed intellectual property that generates significant revenues for the University. • Actively encouraging and supporting the ambitions and personal development of others both formally and informally. Regional and Civic Engagement • Evidence of a leadership role in initiating, developing and/or sustaining civic, public and community engagement to the benefit of the University. • Evidence of leading and delivering significant civic benefit. Employability and Entrepreneurship • Leads on strategic approaches to implementing and measuring the impact of KE in the context of module/curriculum design and degree programme development. • Champions labour market and employer-led thinking to colleagues in department and wider college. • Submits bids to access funding to develop new courses or curriculum, e.g. Health Education England, Office for Students or Department for Education • Shows evidence of creating and implementing strategies and policies which lead to positive impact on student employability • Makes a demonstrable positive contribution to developing a culture of innovation and entrepreneurship amongst staff and students Degree Apprenticeships/ Work-based Learning • Significant evidence of impact and Return on Investment from programmes/ collaborations. • Evidence of leadership in strategic networking and relationship building/maintenance with client partners.

	• Evidence of supporting staff to improve delivery and impact across all programmes. Engagement with private, public and third sectors • Leads or has significant involvement in building a strategic partnership with an external organisation
Professor Band 2	Leading significant challenges for the University or leading in exploiting activity with significant opportunity for the University
Professor Band 3	Leading a strategic strand of University activity, typically as a member of the University's Executive