



UCC COMMUNITY WEEK



**LOOKING BACK
ON 2019**



Thanks & Acknowledgements

Community Week was championed by President O'Shea, Professor Fiona Kearney, UCC's Civic and Community Engagement Committee and team, and the office of the VPER.

Community Week broadens out to the whole University the pioneering work of the College of Arts, Celtic Studies and Social Science (CACSSS) Civic and Community Engagement Committee, who developed a college level Community Week in 2017. The contributions of all of our Colleges, ACE, and our University Offices were integral to the success of the week.

The initiative harnessed staff, students and community partner's talent and commitment to civic activities to provide a snapshot of what University and Community do and can do together on an everyday basis.



Looking back at University College Cork's (UCC) Community Week Pilot 2019

UCC President O'Shea joins RTE's Jim Carroll and other speakers for signature event 'Banter' in the Aula. Image by Gerard McCarthy

Community Week is a moment in the year where we pause to connect with our community, uniting with people from all walks of life in a meaningful experience that creates a sense of belonging and pride in what our wonderful university, city and region have to offer.

Community Week is an expression of UCC's commitment to be connected, visible and engaged. It is distinctive in its focus on creating dialogue with community and former students, not talking to people but talking with people and deepening partnerships with old and new friends.

"It puts the community front and centre in what we are about in UCC".

~ UCC Staff Member

"I loved helping to organise the event. I got to know some neighbours that live nearby, so all good."

~ UCC Student

"As a former student it gave me a reason to see what's happening on campus these days".

~ UCC Alumni

"A conversation on an interesting topic with informed people, I had my say and learned a lot too".

~ Community Member

EVENTS AMPLIFIED OUR ENGAGED MISSION



Prof. Maggie O'Neill and Ciara Beth Ní Ghriofa at Banter in the Aula. Image by Gerard McCarthy

RTE Brainstorm 'Banter' in the Aula

This signature public event hosted by RTE's Jim Carroll engaged the public in a roundtable discussion on inclusive communities with President Patrick O'Shea, Professor Maggie O'Neill; Professor Fiona Kearney, Dr. Amanullah De Sony and UCC Quercus Scholar Ciara Beth Ní Ghriofa.



Dr. Jean Van Sinderen Law at Relevance to You

'Relevance to You'

An evening of talks and networking hosted by Dr Jean van Sinderen-Law, brought leading academics to Lapps Quay in the heart of Cork City to engage the public on a range of research topics that affect people's daily lives presented in a straightforward way.



Photographer Erwin Morales and his daughter Amelia Morales with Mexican Ambassador to Ireland, HE Mr Miguel Malfavón

Exhibition of Mexican Art

Hosted by the School of Languages, Literatures and Cultures, this night connected Ireland with Mexico and brought the Mexican community in Cork and the Mexican Ambassador to Ireland together with UCC to showcase Mexican art in the City Library.



Graphic Scribing of Think-In. Art and Image by @AsMirry

'Think in' on the future of the Cork Islands

Hosted by Applied Psychology, this 'world café' event attended by West Cork Islanders engaged citizens, policy makers and researchers in facilitated deliberations on imagining a sustainable future for Oileán Chléire, Bere, Whiddy, Dursey, Long, Sherkin and Heir Island.



L to R: Dr Áine Ryall, ERI; Margaret Desmond, EPA; Alicia-Joy O'Sullivan, Youth Activist; Maria KIRRANE UCC Green Campus

Climate Crisis Assembly

Hosted by the Centre for Law and the Environment this event brought Dr Áine Ryall (UCC), Skibbereen youth activist Alicia Joy O'Sullivan, Margaret Desmond (EPA) and Dr Maria KIRRANE (UCC) to engage a public audience in how climate law and governance, together with activism can force urgent climate action.



Sen. Colette Kelleher launches CARL-Social Care Ireland report

Sen. Colette Kelleher launch CARL-Social Care Ireland Report

Noel Howard of Social Care Ireland hosted this discussion on workplace violence in the disability sector. The report was published as output of a CARL-Social Care Ireland community based research partnership. Student Researchers were joined by Senator Colette Kelleher and Dr. Kevin McCoy in highlighting the importance of this research for policy makers in the sector.



A programme of free public events organised by staff and students

Launch of the Stonewall Revolution: Exhibition by curator Deirdre Swain, supported by the UCC LGBT+ Staff Network



46 events registered using the on-line submission process with 20 more proposed for 2020.



200 staff

involved in developing and running

57 events

delivered in total across



25

diverse locations on campus, in the city and at regional outreach locations



15

events co-created with partners



10

core team of student volunteers supporting delivery

6

high impact media stories and multiple social media posts enhancing UCC's reputation



and amplifying our third mission - engagement.

Events held in Diverse Venues:

Gate Cinema | Cork City Library | Cork Folklore North Cathedral Visitor Centre | the River Lee Hotel | the Dingle Hub | Schools across the City and County | UCC Lapps Quay building | The Aula | The Glucksman Gallery | Devere Hall | Boole Library | O'Rahilly Building | Honan Chapel | Brookfield Science Complex | North Mall Campus | Western Gateway Building.

Many events co-created with community partners:

The Irish Heart Foundation | GAA | the HSE | IndieCork Film & Music Festival | West Cork Island Communities | Local Schools | Passage-West and Carrigtwohill Communities | Cork Chamber | Social Care Ireland | Portuguese and Mexican communities in Cork | Department of Foreign Affairs and Trade; | Irish Aid | Cork Chapter of Credit Unions | The Crann Centre | Cork Volunteer Centre.

A PLATFORM FOR DIALOGUE, REFLECTION, ACTION

- 53% of events engaged niche audiences involving 25 people.
- 28% engaged a general audience of between 25 and 75 participants.
- 19% of events engaged audiences of over 100.

Delivering Policy and Practice Relevant Impact

- Passage West and Carrigtwohill residents met to discuss biodiversity with UCC staff and form a Community-University Biodiversity Action alliance (CUBA).
- Launch by Senator Colette Kelleher of a CARL project with community partner Social Care Ireland which featured in national news.
- Transformative Co-Production for community engagement in mental health and wellbeing event run in partnership with Cork and Kerry Community Care, Critical Voices Network Ireland and Applied Social Studies, UCC.
- Climate Crisis event engaged Green Campus, EPA and Skibbereen School visit around law, governance and youth activism to promote climate action.
- Sustainability of West Cork Islands Think-In hosted by School of Psychology.
- 'Banter in the Aula' hosted by Jim Carroll of RTE Brainstorm; 'Relevance to You' event.

Professional Development & Building Capacity

- Hands for life free CPR training events run by UCC ASSERT Research Centre in partnership with the Irish Heart Foundation.
- A workshop for sports clubs run by the Mardyke in partnership with GAA, HSE Community & Health Department and Cork Healthy Cities.
- Good Governance in the Not for Profit Sector event run in partnership with Cork Volunteer Centre and Carmichael Centre in Dublin.
- UCC and Cork Chamber event examined how the business community can embrace challenges and opportunities of the sustainable development agenda.
- Blackstone LaunchPad IGNITE, applying the Business Idea Generation Challenge to working with a Charitable organisation for the first time.
- CACSSS 'Spoken Word' Event - Staff from 5 UCC Schools and Community Groups shared experiences of engaged research and learning.
- 'Stories from the Well-field' Art and Health CPD workshop hosted by The Glucksman, presented by artist Tess Leak, puppeteer Eoin Lynch, St. Joseph's Ward Bantry Hospital activities co-ordinator Sarah Cairns and composer Justin Grounds.
- International Development Student Showcase, volunteering and placement with international NGOs hosted by the Centre for Global Development.
- Skellig Centre for Research & Innovation event on engaging community in a sustainable and meaningful way.



**Events were
diverse, involving
all of the
University**

Launch of 'Entre Mundos' / 'Between Worlds' Exhibition: Images of Life between Mexico and Ireland.
Image by Gerard McCarthy.

Providing Outreach to Diverse Communities

- UCC+ Homework Clubs event in Cork City DEIS schools.
- Chinese and Irish Language skills event with North City Cork's Gaelscoil Pheig Sayers
- Cork Folklore Project Memory Evening
- Schools Microbiology lab visit: Plastic Truth and the Ugly Truth Behind Make-Up
- MaREI outreach with Crosshaven Schools, community-led initiative One Green Village.
- Entre Mundos / Between Worlds: Images of Life Between Mexico and Ireland. Exhibition and launch events with Mexican Ambassador and Cork's Mexican community.
- Information sharing and demonstration sessions for prospective student and parents, including DSS Assistive Technology services and Language Centre Community event

Engaging the Public in Arts, Culture and Science

- Public Health events 'What Should We Eat - A Public Health View' and 'Engaging the Public in Understanding Health Research'.
- Campus Tours - Guided Arboretum Tour of UCC's Campus Trees; Public Art of Campus Tours; School of History Art of Honan Chapel Tour.
- Poetry in the City with Cork City Library and Poetry Sessions in the Creative Zone. Lunchtime Talk with artist Barbara Knezevic.
- Events for young children and families: The Amazing World of Microbeasts, Fossils and Crystals, School of BEES; Native Scientist - Portuguese, APC Microbiome.
- Music performances: Citadel Bandfield Concert: Musicians from Kinsale Road Accommodation Centre and FUAIM Lunchtime concert.
- Interfaith dialogue event. UCC Radio all days broadcast event. UCC Boole Library tours.
- Exhibitions and Festivals - 'Change the Beat' project in the Cork Indie Festival and as part of a city wide exhibition. Centre for Co-operative Studies and Cork Credit Union, 'Ordinary People, Extraordinary Stories' and 'Stonewall Revolution' exhibitions. Farmers Forum at Dingle Food Fest.



A devolved model enabling grassroots ownership

President O'Shea drops in for an impromptu cúpla focal with students from Gaelscoil Pheig Sayers and UCC at their celebration of the joint Asian Studies and Ionad na Gaeilge Labhartha Irish-Chinese language skills initiative

In 2019, a devolved model encouraged grass-roots ownership and participation across the University, driven by a small central team that provided coordination, curatorial and communications support. Events were primarily locally produced alongside centrally supported key note events.

Programme gaps were identified and care was taken to ensure a balanced programme that was inclusive of diverse community groups and audiences, and reflected the University strategic values and strengths.

The programme model will be refined and consolidated over a three-year period, with the aim of establishing Community Week in 2022 as a leading platform to communicate and mobilise UCC's engaged mission, in partnership with all of our stakeholders.

The pilot Community Week had an efficient resourcing model demonstrating value for money.

- A Civic and Community Engagement support of 10K ensured a minimal event profile, reusable videography and photography, catering and transport costs for key note and strategic events. Additional Marketing and Communications financial support for videography was provided. In kind support was provided by the Glucksman Gallery, providing curatorial expertise and the contribution of venue's pro-bono.
- Colleges and Units support of 10K for individual event costs such as catering, speakers travel and printing etc. 72% of events cost €1,000 or less. 28% of events cost from €1,000 - €2,000.
- 40% of staff reported sharing costs with other departments, or leveraging external funding support directly and in kind (e.g. venue, coordination or promotion support) from external partners.

REPLICABLE DEVOLVED DELIVERY MODEL

The initiative was delivered over a 7-month timeframe (April–October 2019).

Planning and Mobilising

- Agreement to extend the Community Week run by UCC's College of Arts, Celtic Studies and Social Science (CACSSS) to the whole university
- Review of similar initiatives in other universities and advance planning.
- Open call by invite from President O'Shea to staff to participate and host events.
- Staff Townhall meeting held in early June (post exams and marking) attended by 65 staff.
- Webpages created with support information, and online form to submit events.

Curation

- Ongoing one to one engagement with key staff to get buy in and support for events.
- Follow up email support, meetings, and phone-calls to help activate ideas.
- Event submissions reviewed to ensure wide representation and address programme gaps.
- Care was taken to ensure a balanced programme that was inclusive of diverse community groups and audiences, and reflected the University strategic values and strengths.
- Emerging themes, messages and highlights identified and articulated.
- Print and online events programme created.

Communications

- Creation of dedicated web pages and social media.
- Community week welcome video produced featuring VPER.
- Community Week badge shared with event organisers for local publicity materials.
- Creation of printed and online events programme.
- Creation of publicity materials, Pull-ups, T-Shirts and Bunting etc.
- Leaflet and posters distributed on campus and in the community.
- Story development, press and media releases.
- Photography and Videography for individual events commissioned.
- Community Week video produced.

Planning & Mobilising

- > Staff Townhall & Open Call
- > On-line registration
- > Brokering Partnerships

Curating

- > Ensure wide representation
- > Organise signature events
- > Themes, messages and highlights

Communication

- > Programme
- > Media & PR
- > Website
- > Materials
- > Stories

LEARNING FROM THE FIRST YEAR

A survey was issued in November 2019 to a sample of 60 staff involved in organising Community Week events. Other feedback was received from staff and programme contributors via email, phone calls and informally. The feedback from staff included the following:

What Worked Well?

- Opening up the university and making our campus open are messages that resonate with staff, and community stakeholders. UCC out in the community is as important as the community in UCC.
- Community week led to the development of new relationships with community partners, many events had deep engagement, co-production with partners and demonstrable impact.
- Outreach to niche and target audiences, such as the Irish speaking, Portuguese and Mexican community, LGBT, Islanders, Care Workers, Faith Communities and Sporting Organisations was a key strength.
- Grass roots support for the initiative across the University was evident from the outset. The approach allowed flexibility to contribute, design and organise events locally; alongside central coordination and support - especially the on-line presence and coherent curated programme. A term time date maximised staff and student participation - October is when 'bandwidth' and energy is high, and the weather is favourable.
- There was some media and good social media attention. There were high calibre key note events with high profile contributors, alongside a broad diversity of events across the whole university.

What Could Work Better?

- General public appeal could be improved, as well as extending reach and impact through having a wider geographic spread of venues across campus and outreach locations, as well as city and region.
- Establish the week as a key event on the annual calendar to avoid clashes with other key initiatives, and to ensure relevant events already planned for October connect with the programme.
- Extend the lead-in time for events through having an earlier open call for registering events and decrease the window between registration close and the week itself, to allow for advance promotion.
- Devise and embed key metrics in event registration. Improve communications with local event organisers, and provide guidance on communications protocols for the week.
- Get publicity and communications with audiences out early, and allow sufficient notice for event descriptions to be included in the central printed programme. Communicate the process by which programme highlights are curated.
- Develop adequate operational capacity to ensure coordinated delivery across key programme components e.g. Communications, Student Volunteers, Key Note Event Planning, Support to event organisers. Encourage more student and senior staff leadership commitment to the week. Provide additional organisational, marketing communications and financial support. Sponsor small gift for guest speakers as a memorable acknowledgement of their time.
- Plan with Marketing and Communications earlier to factor into their yearly work planning. Consider fewer activities with more advertising impact e.g. ½ newspaper page profile, Radio slots and Posters around the city in September and a programme feature as a supplement in the Irish Examiner. Position the week with other outreach events (Cork Discovers, Science Week, Culture Night, Heritage Week, Life-long Learning Festival).



Public audience applaud FUAIM performance in the Glucksman during Community Week 2019. Image by Tomas Tyner.

The Opportunity

The purpose of community week needs to be clear. There is a need to think critically about 'engagement' and what constitutes success for the programme and events, more than simply audience numbers. The opportunity is for Community Week to be a strategic platform for the university to amplify our civic mission, and promote dialogue, reflection and action on societal challenges in partnership with our external partners.

Recommendations for Community Week 2020

1

Have a clear purpose - Effectively communicate the purpose of community week across all internal and external communications. E.g. the purpose of community week is:

- **To amplify** our civic mission, providing a public focal point for key university strengths
- **To engage** community, students, staff and alumni together around societal challenges
- **To act** in a spirit of co-creation, dialogue and partnership with community

2

Curation

- Encourage a diverse and inclusive programme with general and specific audience appeal.
- Ensure adequate operational capacity to deliver on the programme vision.
- Mobilise staff and student-led leadership in partnership with community and alumni.

3

Invest in brand and promotion

- Continue to evolve Community Week as a key university brand and opportunity to showcase our civic mission and to tell our societal engagement and impact story.
- Establish a robust internal and public promotional work-plan.





Clockwise from top. APC Native Scientist event in City Library; Gaelscoil Pheig Sayers at theRiver Room; FUAIM performance in the Glucksman - image by Tomas Tyner; Rónán Ó Dubhghaill, VP External Relations welcomes RTE's Jim Carroll - image by Gerard McCarthy; Romeo Vidal from Cork and Ceine Brodrick UCC Student at Entre Mudos / Between Worlds Exhibition at City Library - image by Gerard McCarthy.