Public Scholarship Workshop
Part 1 *(to be followed by public scholarship)*

*Academy of Scholars Presentation*
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<table>
<thead>
<tr>
<th>Workshop Structure (slides will be shared)</th>
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<tbody>
<tr>
<td><strong>What is public scholarship? An overview</strong></td>
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<td><strong>Landscape of potential ways to engage the public (and policy) around your scholarship</strong></td>
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<td><strong>Challenges, pitfalls, strategies, and supports</strong></td>
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<td><strong>Questions?</strong></td>
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Framing How and Why to Share Your Research with the Public

Sharing insights
Motivation: Big Picture

- What motivates your research?
- What are changes you would like to see/make in the world that made you choose X PhD and to do Y in your work?
- More specifically, when you write the implications: who are they for (besides other researchers)?
  - Is there a clear audience or target?
  - Does it vary?
  - Are there multiple, even in the same study?
- Is this a means to an end (e.g., broader impacts for a grant – we can discuss – or something you want to do?)
Motivation

Take a moment to reflect and write... if you could change a policy or practice, what would it be and what level would you like to work at or on?
WHY?

Why do you do the work you do?

Who is it for?

What gets you out of bed every morning?

What are your ideal next steps in your research?
Questions for reflection
Aligning your personality, position, and constraints with public scholarship

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<th>Question</th>
<th>Answer</th>
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<td>Do I feel good about public speaking?</td>
<td><em>(media, public testimony, invited talks to non-research audiences, presenting to districts, etc.)</em></td>
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<td>Would you feel better with policy briefs or white papers, or op-eds – writing for a public audience?</td>
<td>Is social media a part of or not a part of this potential strategy?</td>
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Positionalities for Public Scholarship

In front of the scenes – bylines, media reporting, op-eds, etc.

Behind the scenes, not necessarily quoted – background reporting to policy staffers, sending white papers, developing partnerships
Potential Roles as a Policy-Engaged Public Scholar (from scholars.org)

**Policy Entrepreneur**
Generate innovative policy solutions to help solve long-lasting public problems

**Non-Partisan Broker**
Offer research-based information to anyone who needs it and avoid taking sides or policy stances

**Public Servant**
Take on the decision making role yourself by getting elected or appointed to public office

**Advocate**
Help advance a set of issues to ensure research-based approaches make it onto the agenda

**Research Partner**
Collaborate with policymakers or other civic leaders to investigate unanswered questions, leverage data, and evaluate policies’ effectiveness

**Public Commentator**
Inform the debate and steer the public conversation by inserting your expertise into news coverage

**Expert Witness**
Prepare your research and others’ research to be used in a court decision
Deciding how to distribute resources
Allocation Shifting

Informing design, implementation, or regulation
Tactics Shifting

Making decisions based on desired outcomes
Solutions Shifting

Transforming how we think about issues or choices
Framework Shifting

Shifting public agenda priorities
Salience Shifting

Bringing new issues into public dialogue
Awareness Shifting
What Could Go Wrong?

• Words or ideas being used in an unintentional manner – writing and speaking for the public – even a very informed public – is a craft and takes work (including work away from journal writing – but that can inform and amplify transitional scholarship)
• The things you might fear – see also strategy and blocking or restricting social media, etc.
• Time reallocation
• Energy management
But a Lot Could Go Right

- Building communities of like-minded scholars and potential research partners
- Making IMPACTS where you want to make them
- Increasing visibility of your work and its intended effects
- US News and World Report and other agencies noticing impact of scholarship
Next Steps for You and Us

• Mindful reflection on roles
• Building an impact map – who are you already or potentially connected to, that you can build impact relationships with (reporters, district, school board, etc.)
• Public scholarship with other colleagues and experts in doing this in varying capacities, across campus
• See also our fantastic newsletter (will embed links)
Questions?