

<p>Institution: University of Nottingham</p>
<p>Unit of Assessment: American and Canadian Studies</p>
<p>a. Context: The UoA has enabled impact from research across all its major areas: in literature, history, culture, and visual studies. Beneficiaries of the research include non-governmental organisations, governments and civil servants; curators, archivists, art galleries and theatres (and their audiences/visitors); teachers, civic engagement groups and non-profit educational programmes. The main types of impact are on policy making, education, cultural life and public discourse. With particular research strengths in the interdisciplinary study of race and rights, the UoA has achieved consistent social, political or cultural impact in this area of focus.</p>
<p>b. Approach to impact:</p> <p>Embedding impact within the department: During this REF period the UoA created a new Professorial-level role of Impact Officer (IO). The IO's role is to cultivate impact as a naturally-occurring outgrowth of staff members' existing research interests in the long term. The IO takes a strategic overview of external engagement with research, identifying sustainable partnerships for future funding bids; keeps comprehensive records of all potential impact activity (from small, local events to national and international events); meets regularly with the Faculty Impact Manager (FIM) to evaluate and implement plans; works with the university's Widening Participation (WP) programme to connect impact to WP; works with the university communications team to write press releases publicising departmental research and public engagement events; organises public events that feature talks or panel discussions by staff members; helps the Media Relations office find relevant experts within the department for time-sensitive press commentaries; and is charged with the department's web and social media presence. The IO sits on the school Impact and Knowledge Exchange (KE) committee, the departmental research working group and the guest speaker series committee (ensuring that, where possible, speakers have the potential to anchor accompanying impact activities). As well, the UoA's Director of Research (DoR) mentors staff with respect to the impact possibilities of grant applications.</p> <p>Impact has been further integrated into the UoA's culture through its inclusion on every departmental meeting agenda and on all applications for study leave. The UoA has connected impact and Open Access, briefing all staff on how open access helps the dissemination of research as a prerequisite for impact. Case studies include open access publications and staff members have used additional university funding to make more publications open access (including an open access journal article featured in a case study). Staff members also are enabled to achieve impact by the provision of time: a generous policy of support for external secondments and research awards in addition to regular (one semester in six) sabbaticals. The UoA factors impact into workload calculation, including it in the research time of every staff member via a teaching and administration grid that balances staff commitments, ensuring protected time for research, knowledge exchange and public engagement. The recruitment of a teaching fellow and a TA cohort, to reduce teaching loads for research-active staff, helps the development of impact activities. The UoA's recruitment strategy has actively enabled public engagement with research: the replacement of a literary post with a specialist in foreign policy (Sewell) and the recruitment of a Nottingham Advance postdoctoral fellow who also specialises in foreign relations (McGarr, promoted to a permanent post) have strengthened potential policy impact. In addition, the Professorship in American Literature was filled by a literary specialist (Trodd) with expertise in political protest and a track record before appointment of international impact.</p> <p>Institutional support: The UoA has availed itself of three main sources of institutional support in order to enhance the impact of its research.</p> <ol style="list-style-type: none"> 1. The Centre for Advanced Studies (CAS), which assists individual academics and research teams in Arts and Social Sciences to work with external organisations to identify research and impact opportunities; works with academics to establish external links and enable the early stages of research collaboration; and runs staff training events in approaches to KE and Impact Plan development. The UoA was supported by CAS to host and fund a public event with a high-profile civil society leader (Kevin Bales, March 2013), and has accessed CAS research development funds and postdoctoral bursaries (awarded to Bralesford 2009, Storey 2010, Durkin 2012) that are available to broaden the impact of a defined research project. For

example, Bralesford's research on portrayals of autism in culture was showcased at an open CAS seminar attended by health professionals in 2010; Durkin gave a public talk at the Nottingham Contemporary art centre (2012) and another in Preston to audience members that included the Preston Black History Group and local museum representatives (2013).

2. The FIM, who works closely with the IO to develop the potential impact of research. Staff have attended regular workshops offered by the FIM, including sessions on reaching non-academic audiences and on evaluating public engagement, and benefitted from the university's two impact reviews in 2010 and 2012, which informed the UoA impact strategy.
3. School-level funding for public engagement and impact. The school awards funding for research and impact activities to individuals by application, for example £7925 in 2012-13. In addition the school match-funded £5000 from the Dean's Fund to support the production of the publically available "Words of the World" video series. Lewthwaite on "Latino" was viewed 8000 times since March 2013, Pethers on "Utopia" 11,000, Roberts on "Border" 12,000, Ryan on "Neo-Conservatism" 6000, and Trodd on "Slavery" 10,000 times, totalling more than 45,000 YouTube views in the first few months of their posting. Institutional support for impact and engagement also includes the production of a freely available university iTunes podcast series, to which Ling contributed on Obama (2009), and space for exhibitions and performances (for example *The American Scene* exhibition of 2009, where UoA postgraduates presented papers to creative industry partners).

Disseminating research widely: These support mechanisms have enabled staff to develop relationships with key beneficiaries and audiences, and to disseminate their research widely as a prerequisite for impact. For example, staff members have spoken to large groups of school students and teachers. Monteith offered a talk about Rosa Parks to 400 secondary school students (2013), at a centenary event supported by the Rosa & Raymond Parks Institute and featured on the BBC World Service. Reaching a public audience through the media, Ashworth, Ling, Messent and Phelps have contributed pieces of journalism based on their research to the *New York Times*, *Independent*, *New Politics*, *CNN.com*, *THES* and *BBC History*, among other places. For example, Phelps has written about the recession for *The Nation* (2010), contemporary labour actions for *The Chronicle of Higher Education* (2011), and demonstrations against UK government cuts for the *Guardian* (2011). Newman and Ling have been consultants for the BBC. Staff members have also served as expert commentators in the media. For example, Ling contributed to public debate through discussions about U.S. gun violence on BBC World Service and Radio 5 Live in the wake of the Arizona shooting (2011) and the Colorado shooting (2012). Phelps discussed Obama on BBC Nottingham (2011 and 2012) and Trayvon Martin on the Afro-Caribbean community radio station Kemet FM (2013). In one example of this engagement and dissemination leading to impact, Phelps' research revealing that the former labour director of the NAACP informed for the FBI led (through a YouTube interview and a revised Wikipedia entry) to a request from the FBI's official historian for access to Phelps' article in order that he could better educate the public and the FBI itself about the history of using racial informants (2012).

Expert consultancies: Reflecting the UoA's approach of encouraging impact as a naturally-occurring outgrowth of existing research interests, several staff have consulted with civil society or cultural organisations on topics closely related to current or recent research. For example, in 2013 Miller used her research into the history of prisons to help the Florida Department of Corrections decide whether to memorialise an officer believed to have been killed in the line of duty in 1938, and contributed an interview to a documentary made by the production company Cloverland about the sentencing of a black woman in Florida and the larger question of the American criminal justice system. Monteith used her research on the U.S. South to act as a consultant on a production of Tennessee Williams' *Sweet Bird of Youth* (Old Vic Theatre 2013), so that the director and cast members had new knowledge about the social and political context of the segregationist backlash to civil rights struggles in Mississippi and Louisiana in the 1950s as they developed the play.

Collaborative impact: The UoA has also tried to achieve impact collectively with collaborations across its research areas. It marked the 150th anniversary of US slave emancipation with a series of public events unique in scope and breadth across the UK's commemorations, including a film screening and post-screening debate between a historian and a literary critic in the UoA, a public panel about the memory of Emancipation featuring three UoA professors, and a high-profile public

lecture by world-leading expert on contemporary slavery, Kevin Bales, in conversation with a UoA professor. This lecture (attended by 120 people and available online) highlighted the presence of human rights groups on campus, who were able to use the post-lecture reception to publicise their efforts and recruit volunteers.

c. Strategy and plans: Through a series of meetings between the IO, DoR and Head of Department, in consultation with the FIM, as well as discussions at all-department meetings and at the school impact committee, the UoA has developed a seven-strand plan (reviewed annually) to support and enable research with impact between 2013 and 2020.

1. To continue to provide robust administrative and academic support through the retention of the IO role and its remit. The IO will support colleagues in writing funding bids that include a significant impact component and will work to secure funding from internal sources, including Nottingham Catalyst, CAS and Knowledge Transfer Partnerships (which enable academics to engage with external organisations on projects, offering £10k for a 2-year project).
2. To continue to make use of institutional support and contribute to institutional initiatives. For example, the UoA has nominated a staff member for the Nottingham Research Leaders Programme (2014-15), which supports academics in their strategic research leadership roles so they can deliver World Leading Research with Impact. Staff members have volunteered for the new University of Nottingham on Tour initiative (2014), an experimental project led by Nottingham Community Partnerships to bring lectures and academic research into community and public venues in Nottingham City and Shire, in order to increase the level and variety of public engagement with research, particularly among communities and publics that seldom or never engage with research in Higher Education. A new post of Knowledge Exchange Manager, hosted in the Faculty of Arts, will support staff in developing the potential impact of their research.
3. To continue to deploy sabbaticals, teaching relief and departmental funding to stimulate and support impact activity.
4. To identify and support impact collaboration between UoA staff members across disciplines, such as Monteith and Ling's collaborations on events to mark the on-going 50th anniversary of the Civil Rights Movement in 2013-2016; Sewell and Bernier's one-day event about the impact of WW1 to mark the centennial in December 2014; Bernier and Lewthwaite's plans to establish a public reading group on Race and Identity at the New Art Exchange in Nottingham.
5. To continue to integrate post-graduate students into the department's culture of public engagement, including impact workshops and one-on-one sessions with the IO. The IO will also offer impact workshops at faculty level as part of the compulsory Arts Researcher Skills Programme that all PhDs and MRes students undertake.
6. To capitalise on the appointments of Kevin Bales (Free the Slaves) and Simon Woolley (Operation Black Vote) as Honorary Professors (2013-2016) to stimulate extra-academic debate and activity. Staff from the UoA will collaborate with Bales to develop policy papers and NGO advisory work in the area of contemporary slavery, and with Woolley to develop racial justice projects in partnership with community organisations.
7. To embed research impact and public engagement as a founding principle of a new Centre for the Study of Race and Rights, which will host speakers, sponsor events, coordinate working groups on race and rights issues (e.g. human trafficking or LGBT rights), and function as a research institute that collaborates with civil society organisations on research and policy papers.

d. Relationship to case studies: The three case studies reflect the UoA's approach of cultivating impact from across the breadth of research interests, ranging as they do from nuclear policy to contemporary slavery to black and Latino visual culture, and its success in cultivating relationships with a diverse range of non-academic research users, from government ministers (nuclear policy), to archivists (visual culture), to NGOs (slavery). Two reflect the approach of cultivating research clusters and impact collaborations: Bernier and Lewthwaite shared their work on black and Latino visual culture; Newman and Ashworth contributed material on historic forms of abolitionism to Trodd's consultations with NGOs. Two (visual culture and slavery) reflect the theme of Rights that connects much of the UoA's impact activity. Two demonstrate the approach of enabling impact through provision of time and the support of grant applications: Jones (nuclear policy) benefitted from two AHRC leaves and four years secondment to the Cabinet Office; Bernier (visual culture) from three years research leave with the Leverhulme Prize and an AHRC fellowship; Lewthwaite (visual culture) from an AHRC fellowship; and all from regular sabbatical entitlement.