



Open Exeter Advocacy and Communication Strategy
V1.3
August 2012; Latest update July 2013

OPEN EXETER ADVOCACY AND COMMUNICATION STRATEGY



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1. EXECUTIVE SUMMARY

The Open Exeter project is concerned with the promotion of good practice in research data management (RDM) across the University of Exeter's diverse research community. One of the objectives of the project is to extend the University's existing pilot data repository across the University to all disciplines. Although the project hopes to increase awareness of the benefits of Open Access to research data, its overall aims are broader than this. RDM support services for researchers will be made more visible and will include guidance on topics such as secure storage for research data, how to write a data management plan and how to share research data. In addition, the project team will develop discipline-specific skills packages and training in collaboration with the Digital Curation Centre (DCC) and the UK Data Archive (UKDA) team. An institutional policy on RDM will be developed and implemented during the lifetime of the project, which will run from October 2011 until March 2013.

A principal strategy for the project is to engage with researchers by listening and responding to their needs. Two related investigations will look at what kind of research data exists in the University, and how it is used and handled. The 'Data Asset Framework' (DAF) will allow us to obtain a broad snapshot of data assets and their management across the University and 'Follow the Data' will give us a more in-depth understanding of research data by working with seven postgraduate researchers (PGRs) in different subject areas. By establishing good relations with researchers who are interviewed in the DAF we hope to receive their input throughout the project. Another objective is to encourage the PGRs who are working with us to promote good practice in RDM amongst their peers and supervisors.

The creation of a policy and governance framework will ensure the embedding of research data management good practice in the institutional mindset. The Task and Finish Group will look at the practicalities of policy implementation in their specialist areas and gather feedback from academic disciplines and Colleges when appropriate.

Open Exeter's advocacy and communication strategy will incorporate a broad range of activities targeting three principal groups within the University: senior heads and managers, researchers and PGRs and Professional Services staff who support research. In addition, the Project aims to disseminate and share findings and outcomes with the JISC and wider HE community.



2. BENEFITS OF GOOD PRACTICE IN RESEARCH DATA MANAGEMENT

Senior heads and managers

- Raising the academic profile of the University
- Maintaining parity with peers in a competitive market
- Increased visibility and reach of research
- Potential increased impact of research
- Cost-effective management and preservation of institutional assets and related risk reduction

Researchers

- Ability to generate web pages and research data lists via re-use of data
- Meeting funder requirements
- Raising personal research profile
- Increased visibility and discoverability
- Increased citations
- Ability to cite data and to submit datasets for the REF in the future
- Ability to link research papers with the underlying research data
- Potential increase in funding opportunities and collaborations
- Management and stability of links to research data
- Quick and easy process

Support staff

- Supporting institutional strategy
- Public good
- Declining budgets and resources
- Economics of reusable content
- Easier content and systems management
- Better use of institutional storage capabilities



3. AIMS AND OBJECTIVES

Open Exeter aims to create an environment in which Exeter is equipped to 'act open' with its research data in order to facilitate collaboration and increase the global impact of its research.

The objectives of the advocacy and communications strategy include:

- To develop and maintain the key relationships and support required to gain acceptance for the wide scale organisational and cultural changes needed to ensure RDM good practice is embedded in the scholarly lifecycle.
- To raise awareness and understanding of good practice in RDM in the University of Exeter's research community.
- To outline and advocate the benefits of choosing to deposit on Open Access (OA) in EDA.
- To gain continuing high-level support for encouraging deposit of data on Open Access in EDA.
- To promote a range of promotional and training materials.
- To embed awareness and skills in University training and support infrastructures.
- To work within existing committee structures to ensure new RDM and OA policy and guidance is ratified, taken up and established at an institutional level.
- To disseminate and share findings and outcomes with the JISC and wider HE community.
- To achieve a substantial number of deposits in EDA by the end of the project.



4. UNIVERSITY OF EXETER STRUCTURE

There are six academic colleges at the UoE: Humanities, Social Sciences and International Studies, Life and Environmental Sciences, the Business School, Engineering, Mathematics & Physical Sciences and the Peninsula College of Medicine and Dentistry. Each college is headed by a Vice-Chancellor followed by a College Dean, Associate Dean - Research & Knowledge Transfer (ADR) and Associate Dean - Education. Typically, each college has a College Manager and a number of Assistant College Managers with responsibility for various aspects of University activity which are slightly different depending on the disciplinary focus of the college but might include, for example, Education, Research and Finance (ACMR), Infrastructure and Technical Services, Graduate and International Research (ACMGR). Each College had various discipline-specific Directors of Research (DoRs) who report to the ADR. In addition, various research support staff report to the ACMRs and ACMGRs. Some Departments and Colleges also have Computing Development Officers (CDOs) who are the first point of contact for researchers with research data issues such as where to save their research data and how much space they have. Library Liaison Officers (LLOs) could also play a role in the project, although it may be beneficial to contact them via the ASCs as they already have established relationships.



5. KEY CONTACTS

Within the Colleges, key contacts for Open Exeter will be the ADRs, DoRs, ACMRs, ACGMRs, CDOs and LLOs.

Within Research and Knowledge Transfer (RKT), key contacts will be the Research Development Managers who advise researchers on grant proposals. Within Exeter IT, the Head of IT Governance & Compliance, Paul Sandy will be a key contact, as well as the Head of Infrastructure, Steve Grange. Within the Library, the key people to have on board will be the Academic Support Consultants (ASCs) who have a direct relationship with Colleges, Departments and individual academics and students, as well as more senior Library Management. Dilly Fung, Head of Academic Development in Education Enhancement and Prof Wendy Robinson, Director of PCAP and Head of the Graduate School of Education and Tash Khan-Davis, Assistant Director of Learning & Development will also be useful contacts. It would be helpful to have Cathy Gibbons, Head of Researcher Development in Employability and Graduate Development and Stephen Rippon, Dean of Graduate Education on board, especially regarding the RDP.

We would also like the University of Exeter-based members of the Steering Group to play a role in advocating Open Access to research data and giving the Open Exeter project a high profile in their respective College/area of PS. The members of the soon-to-be-formed Research Data Policy Task and Finish Group will also be tasked with the promotion of good practice in RDM in their respective College/area of PS.



6. METHODOLOGY

Three broad categories of audience to target have been defined:

- a) Senior heads and managers (e.g., deputy vice-chancellors, deans, college managers, heads of professional services)
- b) Researchers (e.g., academics, teaching fellows, post-graduates)
- c) Support staff (e.g., IT, Library, RKT and administrative staff)

The information needs of each group will vary according to the nature of the work in which they are engaged and depending on whether the key aim is simply to inform or to develop skills. The approach taken will be adapted for each group, for example, a short, concise and formal presentation might be most appropriate for a group of senior managers; a more informal, hands-on training session would be more suitable for a group of researchers. It will be important to target new and early-career researchers in order to embed good practice in RDM in research practice.

a. APPROACHES

Approaches will include a range of activities focusing on raising awareness, informing and skills development:

- Conference Papers
- Group presentations and talks
- 1-1 sessions
- Training workshops for researchers and support staff
- Online training materials
- Embedding in existing training/resources
- Range of promotional material (flyers, posters, etc.)
- Press releases, newsletters, etc.
- Social media (Facebook, Twitter, etc.)
- Using champions
- Formal launch
- One-stop-shop RDM web site
- Generic and subject specific guides to RDM
- DMP toolkits,
- Induction material
- Seminars
- Ongoing dissemination of news and findings via blog, webpage and email distribution list

b. CONTENT

The main focus of promotional activity will be on the tangible benefits of good practice in RDM and the benefits of Open Access to research data for the University, research groups and individual researchers while also raising awareness of the range of support and guidance that exists (or will exist) and where it can be found.



Gaining the support of senior staff will be an important element in the establishment of a culture where good practice in RDM and research data deposit is the norm rather than the exception. The main route of access to groups of senior staff will be through brief presentations or talks at committee meetings. The internal committee structure within colleges and departments varies a great deal and can be difficult to identify, therefore the Project Team will liaise with departmental Library Liaison Officers (LLOs) and Assistant College Managers to arrange attendance at suitable committee meetings..

c. TIME

The majority of the proposed activities will be carried out between January 2012 and March 2013. An element of planning and liaison with stakeholders will be required to ensure, for example, sufficient time to include presentations in meetings' agendas or that training materials are ready to be included in a course run on a specific date. Planning the timing of activities will run from January 2012 to January 2013.

Activities may be performed once only, may be repeated on a regular basis in slightly different formats, or may require regular monitoring and updating on an ongoing basis.



7. TIMETABLE OF ACTIVITIES

The following timetable is an evolving list of possible audiences and events; not all may be considered depending on the time available, feedback from previous activities and evaluation of the success and impact of activities.



Audience	Message/Aim	Method	Frequency	Who	When
a. AWARENESS-RAISING USING LIBRARY RESOURCES					
All Library users	Awareness of EDA, role, purpose and benefit; how to get further info, how to deposit, sources of support and training	Update Getting Help web page: http://as.exeter.ac.uk/library/using/help/	Regular review and update	HLJ & ASCs	By end Feb 2013
		Create new Research Data Management webpage	One time creation, regular review and update	JE, GC, HLJ	By end Feb 2013
Academic staff	Awareness of EDA, role, purpose and benefit; how to get further info, how to deposit, sources of support and training	Update Library guide 'Resources to Support Your Teaching': http://as.exeter.ac.uk/media/level1/academicserviceswebsite/library/documents/guides/staffteachingguide.pdf	Regular review and update	HLJ & ASCs	By end Feb 2013
Researchers	Awareness of EDA, role, purpose and benefit; how to get further info, how to deposit, sources of support and training	Update Library guide 'Resources to Support Your Research': http://as.exeter.ac.uk/media/level1/academicserviceswebsite/library/documents/guides/staffresearchguide.pdf	Regular review and update	HLJ & ASCs	By end Feb 2013
		Update Services for Researchers web page: http://as.exeter.ac.uk/library/using/servicesforresearchers/			
		Update University of Exeter Library Resources web page: http://as.exeter.ac.uk/library/using/servicesforresearchers/universityofexeterlibraryresources/			
		Update Research Assessment web page: http://as.exeter.ac.uk/library/using/servicesforresearchers/researchassessment/			



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New academic staff	Awareness of EDA, role, purpose and benefit; how to get further info, how to deposit, sources of support and training	Update Library induction guide: http://as.exeter.ac.uk/media/level1/academicserviceswebsite/library/documents/guides/newstaff.pdf	Regular review and update	HLJ & ASCs	By end Feb 2013
PhD students	Awareness of EDA, role, purpose and benefit; how to get further info, support and training	Update Section on Library Support for PhDs: http://as.exeter.ac.uk/support/development/researchstudents/erdp/usefultraininglinksforphdstudents/#Exeter,%20Bath%20and%20Bristol%20local%20GRADSschool	Regular review and update	HLJ & ASCs	By end Feb 2013



Audience	Message/Aim	Method	Frequency	Who	When
b. EMBEDDING IN EXISTING TRAINING INFRASTRUCTURE					
New lecturers & teaching fellows	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Establish face-to-face teaching element in Postgraduate Certificate in Academic Practice (PCAP): http://as.exeter.ac.uk/support/staffdevelopment/learningandteachingprogrammesandworkshops/postgraduatecertificateinacademicpracticepcap/	Annual update	HLJ to liaise with ASCs, EE & EGD	Autumn 2012
All staff who teach	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Establish face-to-face teaching element in You Teach Workshops: http://as.exeter.ac.uk/support/staffdevelopment/learningandteachingprogrammesandworkshops/youteachworkshops/	Annual update. Doctoral Supervision? Another course?	HLJ to liaise with ASCs, EE & EGD	Autumn 2012
		Disseminate promotional material at Exeter Education Conference: http://as.exeter.ac.uk/support/staffdevelopment/educationconference/	Annual update	HLJ to liaise with EE	4th May 2012
PhD research students who teach and/or assess	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Establish face-to-face teaching element in Learning and Teaching in Higher Education Programme (LTHE): http://as.exeter.ac.uk/support/staffdevelopment/learningandteachingprogrammesandworkshops/learningandteachinginhighereducationprogrammelthe/	Annual update	HLJ to liaise with ASCs, EE & EGD	Autumn 2012
PhD and early-stage professional researchers	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Include section on repositories in Researcher Development Online: http://as.exeter.ac.uk/support/development/researchstudents/erdp/researcherdevelopmentonline/	Annual update	HLJ to liaise with ASCs, EE & EGD	Autumn 2012
		Establish face-to-face teaching element in Effective Researcher Development Programme: http://as.exeter.ac.uk/support/development/researchstudents/erdp/#d.en.19306	Annual update	HLJ to liaise with EE and ASCs	Autumn 2012



PhD students	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Disseminate promotional material at Exeter Research Relay: http://as.exeter.ac.uk/support/development/researchstudents/erdp/exeterresearchrelay (Bi-semester workshop)	Annual update	HLJ to liaise with EE	Before Summer 2012
		Update College Handbook	Annual update	HLJ to liaise with ACMs for PGRs	By Sept 2012
All researchers	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Disseminate promotional material at The South West Universities GRADschool. Held in June?	Annual update	HLJ	Jun-12
Doctoral Supervisors	Purpose and benefits of good practice in RDM; encouraging deposit in EDA	Update relevant Library web page: http://as.exeter.ac.uk/support/staffdevelopment/aspectssofacademicpractice/doctorsupervision/	Annual update	HLJ to liaise with PGO	By Feb 2013
		Include awareness of repositories in Doctoral Supervision course: http://www.exeter.ac.uk/staff/development/courses/course/detail/?code=20002			
		Update Code of Good Practice on Doctoral Supervision: http://admin.exeter.ac.uk/academic/tls/tqa/Part%207/7Epgsuper.pdf			
LLOs	Purpose and benefits of good practice in RDM; encouraging deposit in EDA	Update Code of Good Practice for LLOs: http://admin.exeter.ac.uk/academic/tls/tqa/Part%209/9Lllo.1.pdf	Annual update	HLJ to liaise	Feb-13
All academics and researchers	Awareness of good practice in RDM; key benefits; how to deposit – good practice; help and guidance; sources of support and training	Update RKT web site: http://www.exeter.ac.uk/research/rkt/policyandgovernance/ref/	Regular update	HLJ to liaise with RKT	Feb-13



c. INFORMING SENIOR MANAGEMENT

Senior management	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Present at Senior Management Team meeting: http://www.exeter.ac.uk/about/organisation/	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
		Present at Senior Management Group meeting: http://www.exeter.ac.uk/about/organisation/management/seniormanagement/ (Meets monthly during term time)			
		Present at Vice-Chancellor’s Executive Group meeting: http://www.exeter.ac.uk/about/organisation/management/executive/ (Meets weekly during term time)			
Professional Services	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Present at Professional Services Management Group meeting: http://www.exeter.ac.uk/about/organisation/management/professionalservices/ (Meets fortnightly)	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
Various senior staff	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Present at Dual Assurance and Dual Engagement meetings: http://www.exeter.ac.uk/about/organisation/dualassurance/	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
		Dual Assurance for Research & Knowledge Transfer: http://www.exeter.ac.uk/about/governance/business_areas/research/			
		Present at Task and Finish Groups meetings: http://www.exeter.ac.uk/about/governance/task_and_finish_groups/ (Meet at various times throughout the year)			
		Present at Cornwall Campus Strategy Group: http://www.exeter.ac.uk/about/governance/business_areas/cornwall/CCSG.shtml			



		Present at Research Strategy Group: http://www.exeter.ac.uk/about/governance/business_areas/research/			
Senior and academic	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Present at Taught Faculty Board meeting: http://as.exeter.ac.uk/support/admin/staff/committees/taughtprogrammesfacultyboard/ (Meets three times a year (Feb, Jun & Oct))	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
		Present at Graduate Research Faculty Board meeting: http://as.exeter.ac.uk/support/admin/staff/committees/graduateresearchfacultyboard/ Meets three times a year (Feb, Jun & Oct)	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
		Present at Education Forum meeting: http://www.exeter.ac.uk/about/governance/business_areas/education/forum.shtml	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
Associate Deans for RKT; RKT	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Present at RKT Management Group	One time – establish protocol for informing group of significant developments	Team member to present	Spring 2013
Assistant College Managers for	Why good RDM and Open Access to research data is important, aims and key	Email	Regular email updates	HLJ	Beg Mar 2011



Research	benefits; why they should encourage deposit; training and support			
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d. INFORMING SUPPORT STAFF

Senior Academic Services staff	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Academic Services Senior Management Team meeting		Team member to present	By Spring 2013
Senior Library staff	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Present at Library Senior Management Team meeting		Team member to present	By Spring 2013
Professional Library staff	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Present at Library Leadership Group meeting		Team member to present	By Spring 2013
Exeter IT staff	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Present at Exeter IT staff meeting		Team member to present	By Spring 2013
RKT staff	Why good RDM and Open Access to research data is important, aims and key benefits; why they should encourage deposit; training and support	Arrange and present at RKT meeting		Team member to present	By Spring 2013



e. WORKSHOPS AND TRAINING

Academic staff, researchers, support staff	Training in use of EDA	Workshops: 1 at St. Luke's Campus, 1 at Tremough and 2 at Streatham Campus	One off	JE, GC, HLJ	Spring 2013
Academic staff and researchers	Training and support in all aspects of good RDM	1-1 sessions Library Deskside Training Service: http://as.exeter.ac.uk/library/using/servicesforresearchers/universityofexeterlibraryresources/desksidetRAININGSERVICE/	Permanent ongoing service	HLJ, JE through ASCs	Spring 2013
Academic staff, researchers, support staff	Overview of EDA, introduction to depositing, key benefits, what support is available	Run a series of short drop-in sessions on various aspects of repositories and Symplectic	Repeat at regular intervals; adapt according to feedback	JE, GC, HLJ	Spring 2013
All potential repository users	Overview of EDA, introduction to depositing, key benefits, what support is available	Online materials	Permanent, regular review, update according to feedback	JE, GC, HLJ	Spring 2013



f. USING SOCIAL MEDIA FOR NEWS AND UPDATES

Post-grads	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature on Exeter University Post Graduate Society Facebook page: https://www.facebook.com/exeterpgsoc	Regular updates	HLJ	Mar-13
All University	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature on UoE Facebook page: http://www.facebook.com/exeteruni?ref=mf	Regular updates	HLJ	Mar-13
Library followers	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News and updates on Library Twitter account: http://twitter.com/#!/ExeterUniLib	Regular updates	HLJ	Mar-13
All existing and potential repository users	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Set up Open Exeter Twitter and Facebook account	One time creation, regular updates	HLJ	Mar-13



g. USING UNIVERSITY MEDIA TO INFORM AND UPDATE

Library users	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature on Library News web page: http://as.exeter.ac.uk/library/news/index.html	One time with updates	HLJ	Mar-13
Research students	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature in EE monthly newsletter	One time – update on notable developments	HLJ	Mar-13
PhD and early-stage professional researchers	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature in RDP newsletter: http://as.exeter.ac.uk/support/development/researchstudents/erdp/erdpnewsletterande-profiles/	Annual update re. evolving course content	HLJ	Mar-13
Research students and academics	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature on Research News website http://www.exeter.ac.uk/news/research/index.html and newsletter	One time	HLJ	Mar-13
All university	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature on University Events website: http://www.exeter.ac.uk/news/events/	One time	HLJ	Mar-13
		Feature on University News website and newsletter: http://www.exeter.ac.uk/news/university/index.html			
		Feature in News in Brief monthly email			
		News feature on My Exeter staff portal			
Staff and students in	Why good RDM and Open Access to research data is	Feature in college websites/intranet/college and departmental newsletters	One time	HLJ	Mar-13



colleges	important for UoE; aims and benefits of Open Exeter project				
All students	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature in Exeposé student newsletter: http://xmedia.ex.ac.uk/xpedia/index.php/Exepos%C3%A9	One time	HLJ	Mar-13
All AS staff	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	News feature in FYI fortnightly email newsletter	One time with updates	HLJ	Mar-13
All academics	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Symplectic front page announcement	One time with updates	HLJ	Mar-13



h. USING MEETINGS AND EVENTS TO INFORM AND UPDATE

Research Students and Staff	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Present at Research Speed Updating	One time	Project Team	Jul-12
		Presentations at research group meetings, research committee meetings, other key events	One time	Project Team	Mar-13
		Seminar series about good practice in RDM	Possible series of 3 seminars	Project Team	Mar-13
Research Students	Why good RDM and Open Access to research data is important for UoE; aims and benefits of Open Exeter project	Present at departmental/College-level SSLC meetings	One time	Project Team	Mar-13



8. GLOSSARY

AS	Academic Services
ASC	Academic Support Consultant
ACMGR	Assistant College Manager for Graduate Research
ACMR	Assistant College Manager for Research
ADR	Associate Dean - Research & Knowledge Transfer
CDO	Computing Development Officer
EDA	Exeter Data Archive
EGD	Employability and Graduate Development
EE	Education Enhancement
ERIC	The Exeter Research and Institutional Content archive
GC	Gareth Cole
HLJ	Hannah Lloyd-Jones
JE	Jill Evans
LLOs	Library Liaison Officers
PCAP	Postgraduate Certificate in Academic Practice
PGO	Post-Graduate Office
PGR	Post-Graduate Researcher
PS	Professional Services
RDM	Research Data Management
RDP	Researcher Development Programme
RKT	Research and Knowledge Transfer