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What Is to Be Done?: Cultural Leadership and Public Engagement in Art and Design Education

Anna Powell

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Public engagement is high on the policy agendas of university funders, Vice Chancellors, policy makers, and in the wider cultural and public sphere. "What is to be Done?": Cultural Leadership and Public Engagement in Art and Design Education introduces the reader to the different meanings and motivations that underpin this current trend, drawing upon initiatives and challenges set by: successive Arts Council policies to attract and inspire new audiences; Research Excellence Framework (REF) guidance on submitting impact case studies on public engagement; and the Department for Culture, Media and Sport (DeMS) recognising the need to clearly articulate the value of culture using methods which fit in with the central government's decision-making strategies. Introducing the reader to the landscape of public engagement in the context of broader social, cultural and political challenges, as well as to the challenges faced when seeking to measure and articulate the impact of public engagement for different audiences, "What is to be Done?" will be of interest to postgraduate students and those working in Higher Education and the cultural industries, particularly in the museums and galleries sector.

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