

# ***A knowledge transfer model for the public profiling of NSTF Award Winners in a South African tertiary setting***

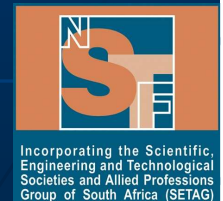
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<sup>1</sup> South African Medical Research Council

<sup>2</sup> National Science and Technology Forum



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# The NSTF (National Science and Technology Forum)

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- v **Functions:** Networking, discussion, policy sounding board, annual Awards
- v **Challenge:** as network extends and issues become more complex, need to use Technology (ICT's) to be effective.
- v **Opportunity:** winners of the Awards can be 'ambassadors' of Science and Technology



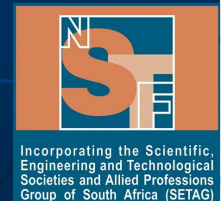
# Science communication and knowledge management



goes hand in hand



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This meant that a three-pronged approach would need to be followed that utilises the theoretical concepts of traditional communication and PR, marketing, and adding an additional dimension by applying Knowledge Management.



# Our project

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## The model used a convergence of ICTs:

- √ Radio broadcasting
- √ Dedicated NSTF Awards Web site
- √ Discussion forum
- √ Web casts streamed from Web site
- √ e-Newsletter technology
- √ CDs, plasma screens



# Rationale for starting at tertiary settings

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- v Tertiary settings are more controlled environments from which to develop a knowledge diffusion model that when refined, can then be expanded to wider communities.
- v Access and familiarity of ICTs already exist
- v Communities of interest through the respective areas of study already exist
- v There is a common objective to acquire a qualification, creating an environment for learning



One-way process of knowledge transfer from tertiary settings outward to the wider world



Little knowledge is transferred back to universities. This is an area where the KD model works



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Incorporating the Scientific, Engineering and Technological Societies and Allied Professions Group of South Africa (SETAG)

# Using NSTF Award Winners

Prof T Noakes



Prof G Ellis

Dr T Douglas



Profs D Meyer and V Sewram

Prof Ramjugernath –  
youngest prof in Chem  
Eng in SA



They go through a rigorous process of selection, therefore they are reliable sources of knowledge



Interest and publicity in their areas were evoked by creating a “celebrity status” of award winners



# What we found



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# Incentives for knowledge transfer should be created<sup>1</sup>

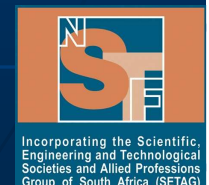
## What we wanted to achieve:

- ✓ Elucidate science in various disciplines by using winners as ambassadors of science, profile their contributions and explore careers linked to their disciplines, build capacity of science communicators
  - **Students as the target audience:** Receiving knowledge not enough incentive - also internships and research capacity dev grants for using knowledge in assignments – accreditation for attending lectures by NSTF Award winners
  - Reward systems should consist of incentives and control mechanisms for **NSTF Awards winners:** public profiling and exposure, research capacity/travel grants, sci com training – in exchange for public lectures



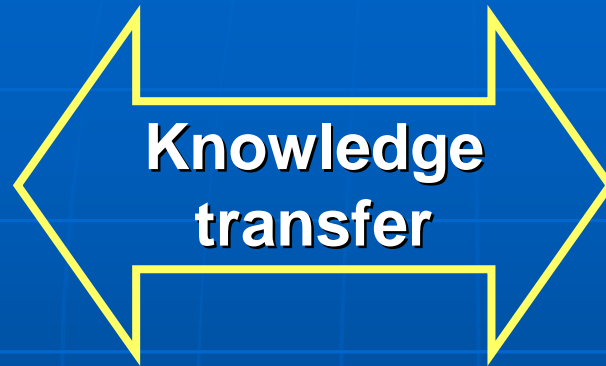
1. Hall J, et al. (2004) *Barriers and facilitators to knowledge capture and transfer in project-based firms.*

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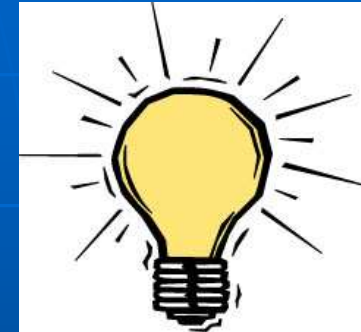


# Knowledge sharing benefit industry

*Academia*



*Industry*

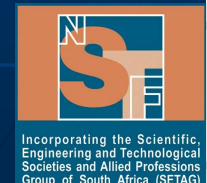


**innovation**

**CERDAK**



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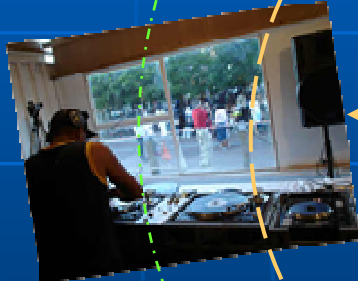


# Convergence of ICTs in the reward system

Push ICTs do marketing of



Lecture on exercise science and sports medicine

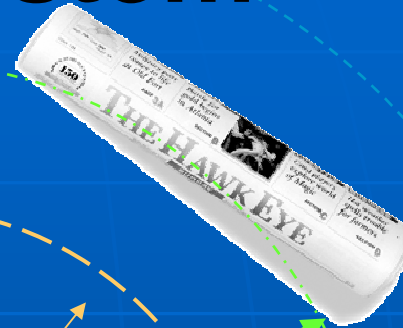


Announce through campus radio, e-Newsletters, campus newspapers

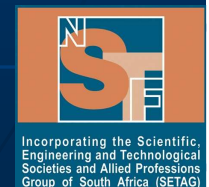


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Marketing, discussion fora would draw communities of interest



Leading to interviews with more individuals



# Science communication training

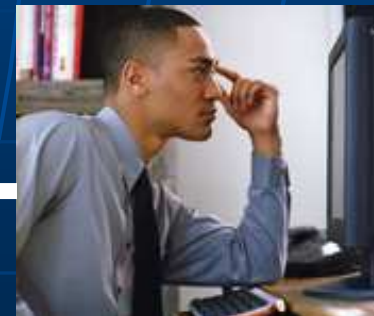
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- v Science communication training of information workers is rudimentary.
- v Individuals that are used as mediators in the translation of scientific information should have the appropriate skills to do so.
- v Incentive for science communicators – specialised course to encourage careers as science communicators.



# Further research

- Research required on the **information needs** and **information seeking behaviour** of the target audience.
- Further assessment of ICTs used in the model, to apply **appropriate** ICTs for **different** audiences and **optimal** utilisation.



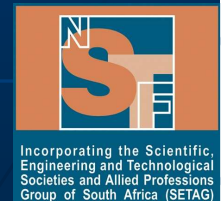
**Visit the NSTF Awards Web site to  
nominate your colleagues in the new  
Science Communicators category!**

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**[www.nstfawards.org.za](http://www.nstfawards.org.za)**



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# Discussion topic

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Ideas for knowledge transfer from  
the workplace back to tertiary  
settings

