

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

MACKENZIE WARD RESEARCH LTD KTP DRIVES MUSEUM BACK TO THE FUTURE

ABOUT THIS CASE STUDY

MacKenzie Ward Research Ltd (mwr), of Winchester, develop tailored e-learning programmes. Working with academic partner University of Leicester, the aim of the Knowledge Transfer Partnership (KTP) was to develop mwr's expertise in new markets, particularly the museums, libraries and archives sector (MLA).

ABOUT THE SPONSOR

The Technology Strategy Board is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

FAST FACTS

- 🔄 Development of multi-Award-Winning Website
- 🔄 Enhanced software now supporting projects in the UK and USA
- 🔄 Advanced understanding of e-learning, particularly in the museum sector
- 🔄 Opened new potential markets
- 🔄 Furthered collaborative links between Public, Private and Academic sectors

The Company



“Our collaboration with the University was very productive and not only for this project - it gave us a clear picture of how the museum sector thinks about online education, which feeds into all we do.”

Dr Andrew Sawyer, Education and Museum Specialist, mwr

Founded in 1998, MacKenzie Ward Research (mwr) has built up an excellent reputation providing leading edge digital, interactive learning publications for the education, cultural heritage and Continuing Professional Development sectors.

Their tailored e-learning programmes engage individuals and promote self-learning. Their Understand® software products, a unique combination of software, pedagogy and validated content, incorporate leading edge technology that provides genuinely interactive learning.

ABOUT THE PROJECT

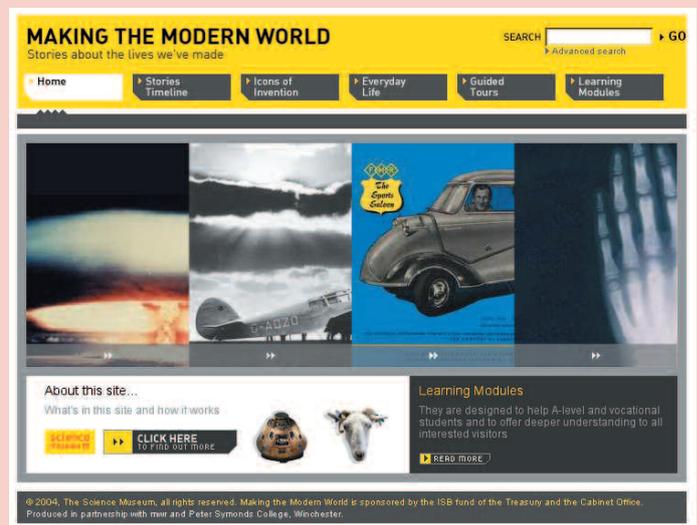
The company sought to develop its expertise into new markets including the museums, libraries and archives (MLA) sector.

mwr and the University of Leicester's Department of Museum Studies set up an innovative Knowledge Transfer Programme (KTP) to support technical and pedagogical aspects of the application of Understand® into the MLA sector. This included evaluating existing museum e-learning systems, identifying new target markets, reviewing the software's functional capabilities, working with content providers and evaluating results of development and testing.

BENEFITS

The KTP has successfully developed Understand® as the learning application for the online version of the Science Museum's 'Making the Modern World Work' exhibition - a prestigious client for mwr and a ground-breaking new e-learning application in the museums sector.

The success of this project has allowed mwr to liaise with MLA clients across the UK and North America, broadening their business portfolio into new and exciting sectors. Internally, the KTP has helped the company to look at wider strategic online learning issues.



RESULTS

- Company gained increased production competence in the development of major online publications
- Enhancement to unique 'Understand®' software, which is now supporting other projects in the UK and USA
- Company has developed links to new business sectors - potential new MLA clients found across the UK and North America
- Project contributed to company's e-learning strategic planning

The Associate

The Associate benefited from a range of learning opportunities in key business areas, using a variety of multimedia technologies and skills relevant to the MLA sector.

Specifically, the Associate was involved in the development of the online version of the Science Museum's renowned 'Making the Modern World Work' ('MMW') exhibition.

RESULTS

- The website won Best of the Web (overall) and Best Education Site at Museums and the Web 2005 (Vancouver)
- The Associate was appointed to the role of E-learning Curator at Tate on completion of the KTP
- The Associate gained an NVQ Level 4 in Management

The Academic Partner

"The KTP-funded collaboration allowed the Department of Museum Studies and mwr to share their expertise and contribute to the development of the MMW site. The site itself, in turn, informed the project's e-learning research and served as a model for further study. The reciprocal arrangement benefited everyone involved."

Dr Ross Parry, lead academic supervisor at the Department of Museum Studies, University of Leicester

The University of Leicester's Department of Museum Studies is an established world leader in research and learning within this sector.

The project has helped the Department of Museum Studies to improve its distance learning programmes for postgraduate students and its Continuing Professional Development modules for museum and gallery professionals.

The Department of Museum Studies has gained further insight into the evaluation of museum e-learning systems, the identification of new target markets, collaboration with content providers and the evaluation of results of development and testing.

RESULTS

- The partnership has added to a key area of research (that of 'digital heritage')
- The KTP serves as a useful case study, addressing the role of new media in connecting a museum with its community of learners
- Gained practical experience of museum e-learning systems

