

FOREWORD

The Urdaneta City University is a local university tasked with creating collaborations, partnerships, and other types of relationships with local, foreign, and national organizations and agencies, both public and private, in order to achieve its goals.

In order to fulfill the university's commitment to producing top-notch and internationally competitive graduates and faculty members, the Office for External Affairs and Linkages (OEALs) was established in March 2021. Its role is to take the lead in establishing meaningful academic, scientific, technical, and cultural relationships with international institutions.

The OEALs has its primary responsibility is to oversee international programs and activities in accordance with CHEd criteria and to carry out international faculty and student exchange programs and activities.

The institution's main point of contact is represented by the OEALs. It handles all international issues that arise inside the University and supports the institution's local, regional, and global demands.

International students' application, admission, fees, immigration, student visas, special permits, enrollment, arrival services, programs and activities, conduct and discipline, and health services are all subject to the OEALs' advice.

TABLE OF CONTENTS

PART 1

Foreword	1
Table of Contents	2
Urdaneta City Officials	3
Urdaneta City University Board of Regents	4
UCU Organizational Structure	5
An Overview	6
Guiding Philosophy	7
PVMGO	8
University Seal	9
Core Values	10

PART 2

OEALs LOGO	11
OEALs VMGO	12
OEALs Organizational Chart	13
Roles and Responsibilities	14
OEALs Policy Statement	15
A. Purpose	15
B. Policy Statement	15
C. Scope	15
D. Objectives	16
E. Procedures and Guidelines	16
F. Partnership and Collaboration Guidelines	16
G. International Engagements	16
H. External Communications and Media Relations	17
I. Policy Compliance and Review	17
J. Enforcement	17
K. Links	17
Policy on Internationalization	18
A. Purpose.	18
B. Scope.	18
C. Policy Statement	18
D. Procedures and Guidelines.	18
E. Enforcement.	19
F. Links.	19

URDANETA CITY OFFICIALS

URDANETA CITY BOARD OF REGENTS

UNIVERSITY ORGANIZATIONAL STRUCTURE

THE UNIVERSITY: AN OVERVIEW

Guiding Philosophy

Urdaneta City University adheres to the educational worldview set forth by its founding father Dr Pedro T. Orata that

1. Education contributes much to the development of an individual and the society in which he lives
2. It is possible to make education available and accessible to all people in all walks of life both in urban and rural areas
3. The education provided will determine the quality of life of the people and the progress of the nation and
4. The institution shall provide such kind of education and development which are congruent to the national development goals

Vision

A leading university that transforms individuals into morally upright and globally competitive professionals through quality and practical education for all

Mission

To provide exemplary outcomes-based and advanced instructions socially relevant and innovative researches and inclusive extension services partnerships and or linkages

Goals

Instruction

Instill formation of knowledge abilities skills and attitudes necessary to make an individual a responsible member of the society enhance the development of instruction to produce highlevel professionals and harness the productive capacity of the countrys human resource base toward international competitiveness

Research

Mold individuals who will conduct scientific innovative and advanced researches in the quest for new knowledge provide leadership in various fields toward dynamic and self-sustaining economy and enrich historical and cultural heritage

Community Services

Undertake participatory and inclusive extension services which are relevant and responsive accessible and equitable through efficient and effective community development programs and broaden symbiotic partnerships and linkages to establish intergenerational responsibility for the common good

Objectives

To provide exemplary outcomes-based and advanced instructions socially relevant and innovative researches and inclusive extension services partnerships and or linkages

1. To provide professional technical and expert instruction in arts sciences humanities and technology
2. To conduct systematic investigations geared toward the establishment and discovery of novel facts solve present or existing problems provide new ideas or develop new theories satisfy curiosity and have mastery of nature
3. To establish sustainable livelihood projects that will uplift the quality of life of the members of the community and to expand transnational collaborations that will have socioeconomic benefits to the present and future generations



Composed of an open book and torch from which sun rays emanate, the university seal is a fitting embodiment of the strength and endurance that the institution has maintained since its inception in 1966 as one of the first community colleges in the country.

The book's yellow border signifies UCU's pledge to its students of providing transformative education, inculcating in them the golden ideals of character building. This is made manifest in the university's emphasis of valuing hard work, of perfecting one's chosen craft, of continuing one's quest for knowledge and wisdom, and of practicing one's service-orientedness.

Encased in this gilded edge, the open book echoes the founder's philosophy of ensuring that quality is equitable and accessible to people from all walks of life. The shades of blue and red represent the synergistic fusion of the efforts of various individuals—from the non-teaching staff, the faculty and up to the administrators— who work for the continuous improvement of UCU.

The torch with its red flame symbolizes the students of the University who are passionately committed to enhance and hone their full potentials - in the academic field, in technical and skills training, and in cultural and social enrichment.

This intense zeal is further reflected in the sun's golden rays, arising out of the university's dedication to banish the cobwebs of ignorance through education. UCU believes that like gold which will never tarnish, quality education is a gift that the university will forever endow to humanity. Hence, the sun's rays move outwards, following the University's desire to reach out, as an institution and through its students, especially in promoting community development, nation-building and global brotherhood.

CORE VALUES

In homage to the founder of the institution, UCU launched in 2020 the Dr. Pedro T. Orata Nobility Program. This program recognizes the important contribution of Dr. Orata in the Philippine educational landscape and the spirit of nobility that underlies his legacies. To enable the UCU community in fostering the spirit of nobility, four values were identified as integral in the formation of a UCU student. As such, all activities and programs of the university revolve around the four core values of UCU: integrity, competence, teamwork, and transcendence. Each of the values is discussed below.

Integrity

True UCUians imbued with the spirit of nobility live their lives guided by the ideals of honesty and authenticity. Their words and actions consistently reveal their commitment to decency and honor. They pursue the path of truth even if this were the less popular choice.

Competence

Passion for excellence drives noble persons to shine in their chosen craft. They do not settle for mediocrity and capacitate themselves with the requisite know-how and skills to establish their expertise and credibility in their discipline. They continue the pioneering character of Dr. Pedro Orata by spearheading innovations while building on traditions of excellence.

Teamwork

The spirit of nobility moves UCUians to cooperate with other members of the university in realizing a common goal. With humility, they accept that each member of the UCU community will work together, each one bringing his or her own capabilities to actualize the university's vision. Noble UCUians seek and pursue to achieve unity in any area or situation, understanding that "two is better than one," and that the best outcomes almost always happen in the spirit of cooperation.

Transcendence

Noble UCUians are selfless stewards of goodness and compassion to their fellow human beings, to the school, to the community, and to those in need—prioritizing the cause of others before theirs, willing to accept, do, and get the job done without expecting recompense. Going beyond self-actualization, they aim to reach their full potential to best serve noble causes beyond the self.

UCU



Office of External Affairs and Linkages

Vision:

The vision of the Office of External Affairs and Linkages department is to foster strong global connections, promote international cooperation, and advance the interests and influence of the organization on the global stage.

Mission:

The mission of the Office of External Affairs and Linkages is to actively engage with foreign governments, organizations, and stakeholders to establish and maintain positive diplomatic relations, facilitate international collaborations, and advocate for the organization's objectives and priorities in the international arena.

Goals:

1. **Diplomatic Relations:** Strengthen and expand diplomatic relationships with local and other countries and international organizations to promote mutual understanding, cooperation, and support for the organization's goals and initiatives.
2. **International Cooperation:** Facilitate and foster partnerships, collaborations, and knowledge exchange with international entities, including governments, non-governmental organizations (NGOs), academic institutions, and industry bodies, to address global challenges and achieve common objectives.
3. **Global Influence:** Enhance the organization's visibility, credibility, and influence on the global stage by actively participating in international forums, conferences, and negotiations, and effectively representing the organization's interests and perspectives.
4. **Policy Advocacy:** Advocate for policies, regulations, and frameworks at the international level that align with the organization's goals and objectives, and contribute to the organization's growth, sustainability, and positive impact in the global context.

Objectives:

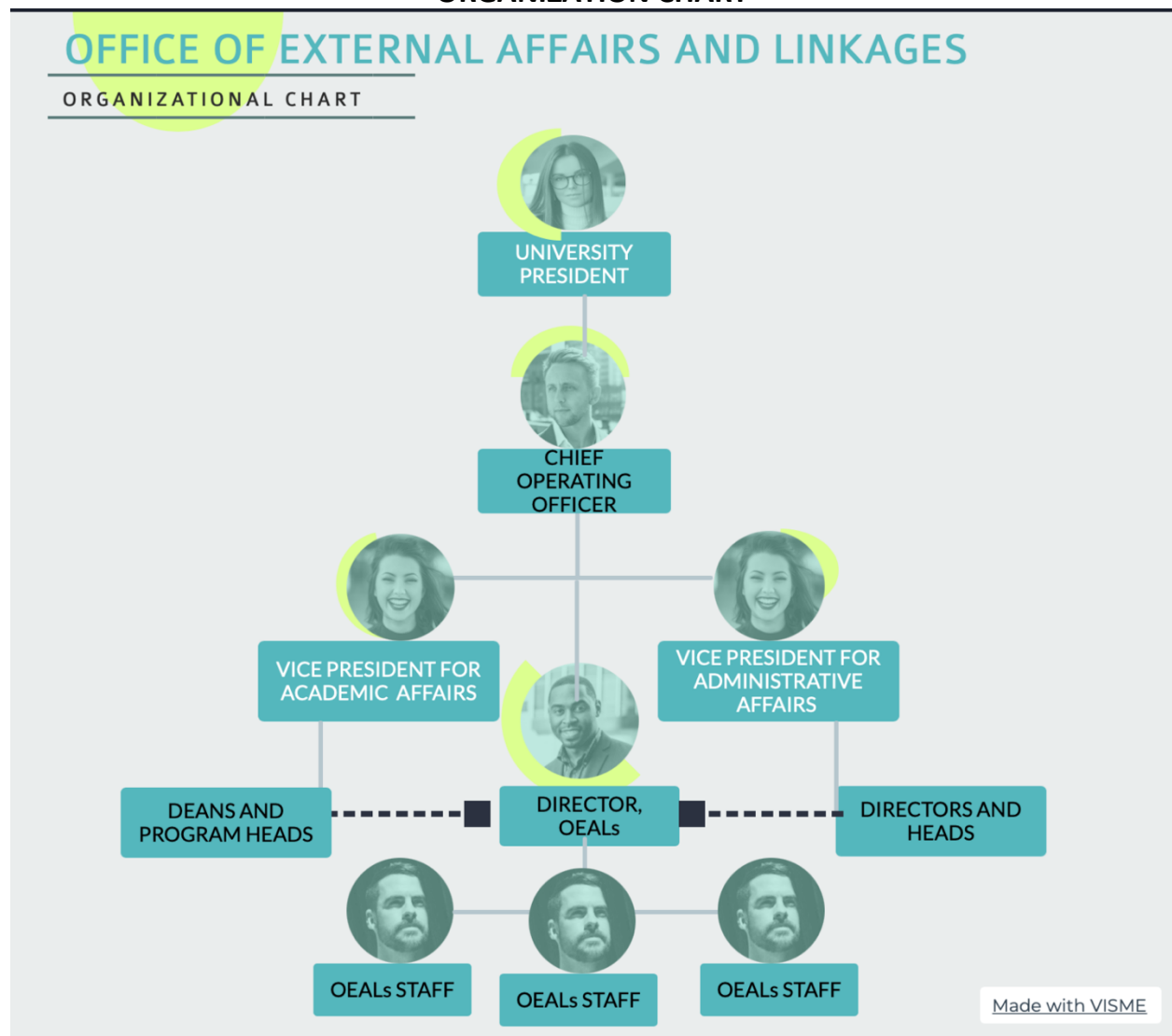
1. Establish and maintain diplomatic relationships: Actively engage in diplomatic activities, including diplomatic visits, negotiations, and strategic alliances, to build and strengthen relationships with local and foreign organizations and international organizations.
2. International partnership development: Identify and pursue strategic partnerships and collaborations with international entities that align with the organization's priorities, leveraging their expertise, resources, and networks to achieve shared goals.
3. International outreach and communication: Develop and implement effective communication strategies to promote the organization's initiatives, achievements, and contributions on the global stage, fostering positive perceptions and support from international stakeholders.
4. Policy and advocacy initiatives: Engage in policy research, analysis, and advocacy at the international level, influencing policy discussions, frameworks, and decisions that impact the organization's areas of interest and operations.
5. Cultural and educational exchanges: Promote cultural understanding and educational exchanges through programs such as student exchange programs,

academic partnerships, and cultural events, fostering cross-cultural dialogue and collaboration.

6. Crisis management and international cooperation: Collaborate with international partners and stakeholders during times of crisis, including natural disasters, conflicts, or public health emergencies, to provide humanitarian assistance, coordinate relief efforts, and support affected communities.

These goals and objectives collectively guide the efforts of the External Affairs and International Linkages department in establishing strong global connections, promoting international cooperation, and advancing the interests of the organization in the international arena.

ORGANIZATION CHART



Roles and Responsibilities:

1. OEALs Director:
 - i. Provide leadership and strategic direction for the OEALs.
 - ii. Establish and nurture relationships with external stakeholders.
 - iii. Oversee the planning and execution of local, national and international collaborations and partnerships.
 - iv. Develop and manage the OEALs budget.
 - v. Ensure compliance with relevant policies, regulations, and legal requirements.
2. OEALs Staff:
 - i. Support the OEALs Director in implementing external affairs and linkage activities.
 - ii. Coordinate and facilitate communication with external stakeholders.
 - iii. Organize and manage events, conferences, and delegations.
 - iv. Monitor and evaluate the effectiveness of external engagement initiatives.
 - v. Maintain accurate records and reports related to external affairs

Policy Title: Office for External Affairs and Linkages Policy

Policy Number: OEA/2023/001

Effective Date:

Review Date:

A. PURPOSE

The purpose of this policy is to ensure that all external affairs and linkages activities undertaken by the office are in line with the organization's mission, vision, and values, and to establish procedures and guidelines for managing external relations and partnerships. The Office for External Affairs and Linkages (OEALs) is established to facilitate and strengthen the external relations, collaborations, and partnerships of Urdaneta City University. This policy outlines the guidelines and procedures for the functioning of the OEA and its role in fostering strategic alliances, international engagements, and effective external communications.

B. Policy Statement:

1. The office will engage in external affairs and linkages activities to promote the organization's interests and goals, build relationships with stakeholders, and foster partnerships that advance the organization's mission and vision.
2. All external affairs and linkages activities must be consistent with the organization's values and ethical principles.
3. The office will establish and maintain effective communication channels with external stakeholders, including government agencies, community organizations, private sector partners, and other stakeholders.
4. The office will identify and evaluate potential partners and collaborators based on their relevance to the organization's goals and values, and their ability to contribute to the organization's success.
5. The office will ensure that all external affairs and linkages activities comply with applicable laws, regulations, and ethical standards.
6. The office will maintain accurate and complete records of all external affairs and linkages activities, including communications, agreements, and other relevant documentation.
7. The office will regularly review and evaluate its external affairs and linkages activities to ensure that they are aligned with the organization's mission and goals, and to identify opportunities for improvement.

C. Scope

This policy applies to all employees, students, partners agency/organization and volunteers who engage in external affairs and linkages activities on behalf of the organization

D. Objectives

1. The OEALs aims to enhance the organization's visibility, reputation, and strategic positioning at local, national, and international levels.
2. The OEALs will facilitate the establishment and maintenance of partnerships with external stakeholders, including government entities, non-profit organizations, industry associations, academic institutions, and other relevant bodies.
3. The OEALs will promote international collaborations, exchange programs, joint research initiatives, and study abroad opportunities.
4. The OEALs will serve as the central point of contact for all external inquiries, media relations, and public information dissemination.

E. Procedures and Guidelines:

1. All employees, contractors, and volunteers engaging in external affairs and linkages activities must receive training on this policy and comply with its provisions.
2. The office will establish procedures for managing external relations and partnerships, including the process for identifying and evaluating potential partners, developing and executing agreements, and monitoring and evaluating partnerships.
3. All external communications and materials must be reviewed and approved by the office before being disseminated.
4. The office will establish protocols for responding to inquiries and requests from external stakeholders, including timelines for responding and the roles and responsibilities of staff members.
5. The office will maintain a database of external stakeholders and partners, including their contact information, interests, and activities.

F. Partnership and Collaboration Guidelines:

1. The OEALs will actively seek and evaluate potential partnerships and collaborations in line with the organization's mission and strategic objectives.
2. All partnership proposals must undergo a thorough review process, including assessment of legal, financial, and reputational implications.
3. A partnership agreement or memorandum of understanding (MOU) should be established with clear objectives, roles, responsibilities, and mutual benefits for all parties involved.
4. Regular monitoring and evaluation of partnerships will be conducted to ensure compliance with agreed-upon terms and the achievement of desired outcomes.

G. International Engagements: The OEA will promote international collaborations through the establishment of memoranda of understanding, student and faculty exchanges, joint research projects, and other academic or professional initiatives.

1. All international engagements should align with the organization's mission and strategic priorities and receive appropriate approvals.
2. The OEALs will provide guidance and support to faculty, staff, and students participating in international activities, including travel logistics, visa processing, and risk management.

H. External Communications and Media Relations:

1. The OEA will serve as the primary point of contact for all external inquiries, media requests, and public information dissemination.
2. All external communications should align with the organization's brand, values, and strategic messaging.
3. The OEA will develop and implement a media relations strategy to enhance the organization's visibility and reputation.
4. Guidelines for media interactions, press releases, social media usage, and crisis communication will be established and communicated to relevant personnel.

I. Policy Compliance and Review:

1. All employees and stakeholders engaged in external affairs and linkages activities must comply with this policy and related procedures.
2. The OEA Director is responsible for periodically reviewing this policy to ensure its relevance, effectiveness and alignment with organizational goals.
3. Any proposed amendments or updates to this policy should be submitted to the [appropriate authority] for review and approval.

J. Enforcement

Violations of this policy may result in disciplinary action, up to and including termination of employment or termination of a partnership agreement. Employees, contractors, and volunteers who observe violations of this policy are encouraged to report them to their supervisor or to the office's designated compliance officer.

K. Links:

This policy is linked to the organization's mission and vision statements, its values and ethical principles, and its strategic plan.

This policy serves as a guideline for the functioning of the Office for External Affairs and Linkages. It supports the organization's efforts to establish and maintain strategic alliances, international collaborations, and effective external communications. Compliance with this policy is mandatory for all employees and stakeholders engaged in external affairs activities.

SONNY SORIANO, PhD
Director, External Affairs and Linkages
Urdaneta City University

Policy on Internationalization

A. Purpose:

The purpose of this policy is to guide the internationalization efforts of the organization, ensuring that international activities are aligned with the organization's goals, values, and strategic objectives. It establishes guidelines and procedures for engaging in international initiatives and collaborations.

B. Scope:

This policy applies to all employees, contractors, and volunteers involved in international activities on behalf of the organization.

C. Policy Statement:

- a. The organization is committed to internationalization as a strategic initiative to enhance its global presence, foster cultural exchange, and advance its mission and goals.
- b. Internationalization efforts will be conducted in accordance with the organization's values, ethical principles, and compliance with applicable laws and regulations.
- c. The organization will seek to establish partnerships, collaborations, and exchange programs with international organizations, institutions, and communities that share its vision and can contribute to its objectives.
- d. The organization will promote diversity, inclusion, and cultural understanding in its internationalization efforts, respecting and valuing the uniqueness and perspectives of all individuals and cultures involved.
- e. The organization will ensure that international initiatives are supported by adequate resources, including financial, human, and technological resources, to facilitate successful implementation and sustainability.
- f. The organization will prioritize responsible and sustainable practices in its international activities, considering environmental, social, and economic impacts.
- g. The organization will periodically assess and evaluate the impact and effectiveness of its internationalization efforts to ensure they align with its strategic objectives and make necessary adjustments as needed.

D. Procedures and Guidelines:

- a. The organization will establish an internationalization strategy that outlines specific goals, target regions, and sectors for engagement, and identifies key performance indicators for measuring success.
- b. A designated internationalization team or responsible individual(s) will be appointed to oversee and coordinate international activities, including identifying potential partners, developing collaborations, and managing relationships.
- c. The organization will conduct due diligence and risk assessments when entering into international partnerships, considering factors such as reputational risk, legal and regulatory compliance, financial stability, and alignment of values and goals.

- d. International initiatives and collaborations will be documented through formal agreements or memoranda of understanding, outlining the rights, responsibilities, and expectations of all parties involved.
- e. The organization will promote international mobility and exchange programs for its staff, faculty, and students, providing opportunities for cross-cultural learning and professional development.
- f. Adequate support and resources will be provided to individuals or teams engaged in international activities, including language training, intercultural competency development, logistical support, and necessary training on safety and security measures.
- g. The organization will establish a process for regularly reviewing and evaluating the progress, impact, and outcomes of international initiatives, and using the findings to inform future decision-making and strategic planning.

E. Enforcement:

Non-compliance with this policy may result in disciplinary actions, as outlined in the organization's policies and procedures. Employees, contractors, and volunteers are encouraged to report any violations or concerns regarding internationalization efforts to their supervisor or the designated internationalization team.

F. Links:

This policy is aligned with the organization's strategic plan, mission, vision, and values. It should be read in conjunction with other relevant policies, such as those related to partnerships, ethics, compliance, and diversity and inclusion.