URDANETA CITY UNIVERSITY
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UCU
Office of the Director for
External Affairs and Linkages

Policy and Procedures on Identifying Local Stakeholders for External Affairs
Urdaneta City University
Effective Date: April 1, 2022
Review Date: April 15, 2022

I. **Purpose**

The purpose of this policy is to provide a structured approach for identifying, evaluating, and engaging local stakeholders who are essential to Urdaneta City University's (UCU) goals in External Affairs. These stakeholders include local businesses, government agencies, educational institutions, non-profits, community groups, and individuals who contribute to and support the university's mission, values, and strategic objectives.

II. **Scope**

This policy applies to the External Affairs Office, as well as any other UCU departments and units that may engage with local stakeholders. It guides the identification process and engagement strategy for partnerships, collaborations, and community outreach efforts.

III. **Definitions**
- **Local Stakeholder**: An individual, group, or organization within Urdaneta City or nearby areas whose activities or interests intersect with UCU's mission and goals.
- **External Affairs**: UCU's efforts in building relationships, fostering partnerships, and engaging with the community outside the university.

IV. **Policy Statement**

UCU is committed to building meaningful relationships with local stakeholders. The university recognizes that collaboration with stakeholders can foster educational opportunities, support community development, and enhance institutional growth. This policy outlines a process to systematically identify and engage local stakeholders aligned with the university's objectives.

V. Procedures
  V.1. Identification of Stakeholders
    V1.1. **Community Mapping**
- Conduct a community mapping exercise to identify potential stakeholders. This includes:
  o Government bodies (e.g., local government units, public service agencies)
  o Local businesses and industry leaders
  o Non-governmental organizations (NGOs) and non-profits
  o Educational institutions and schools
  o Healthcare providers
  o Community leaders and groups
  o Map stakeholders based on geographical location, influence, and relevance to UCU's goals.

  V.2. Needs and Goals Assessment
- Assess the university's needs, goals, and objectives in terms of External Affairs. Identify key areas where partnerships are needed, such as:
  o Research and development
  o Employment and internship opportunities for students
  o Sponsorships and scholarships
  o Community outreach and volunteerism
  o Events, seminars, and workshops

Match these needs with potential stakeholders who can provide relevant support.

  V.3. Stakeholder Evaluation Criteria
- Evaluate each identified stakeholder based on the following criteria:
  o Relevance to UCU's mission and strategic objectives
  o Potential for long-term partnership
  o Capacity for mutual benefits (e.g., skills training, resource sharing)

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- o Stakeholder's influence within the community
- o Prioritize stakeholders that align most closely with UCU's immediate goals and long-term objectives.

V.2 Engagement and Relationship Building

V2.1. Stakeholder Database

- Maintain a database of identified stakeholders, including contact information, areas of potential collaboration, and past interactions. Ensure the database is regularly updated by the External Affairs Office.

V2.2. Communication Plan

- Develop a communication plan tailored to each type of stakeholder, outlining the preferred methods, frequency, and objectives of communication.
- Utilize multiple channels for communication (e.g., meetings, newsletters, social media, events) to keep stakeholders informed and engaged.

V.3. Initial Engagement

- Schedule introductory meetings or outreach events to discuss mutual interests and potential collaboration opportunities. Emphasize UCU's vision, mission, and current priorities.

V.4. Collaborative Activities

- Organize collaborative activities, such as:
  - o Seminars and workshops
  - o Research collaborations and innovation projects
  - o Internship and practicum opportunities
  - o Community service and outreach programs
- Ensure stakeholders are acknowledged for their contributions and provided with reports on the impact of their collaboration.

V.3 Monitoring and Evaluation

V.3.1. Regular Assessments

- Conduct quarterly reviews of stakeholder engagement activities to measure effectiveness and gather feedback.
- Evaluate the outcomes of each engagement to ensure alignment with UCU's objectives and community impact.

V.3.2. Reporting

- Prepare an annual report on stakeholder engagement, summarizing partnerships, activities, and outcomes.
- Submit reports to the university leadership and share key highlights with stakeholders to strengthen relationships.

V.3.3. Continuous Improvement

- Solicit feedback from stakeholders to improve future engagements.
- Update the stakeholder database and refine identification processes based on findings from monitoring and evaluation.

VI. Roles and Responsibilities

- **External Affairs Office**
  - Leads the identification, engagement, and monitoring of stakeholders.
  - Maintains records and reports on stakeholder interactions.
- **Department Heads and Program Coordinators**
  - Support in identifying and engaging stakeholders relevant to their specific fields or initiatives.
- **University Leadership**
  - Reviews and approves strategic partnerships with key stakeholders.

7. Policy Review

This policy shall be reviewed annually to ensure its relevance and effectiveness in meeting the needs of UCU's External Affairs and community objectives.

By following this policy and procedure, UCU aims to build productive, enduring partnerships that benefit both the university and the community.

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