

POLICY AND PROCEDURES ON IDENTIFYING LOCAL STAKEHOLDERS FOR EXTERNAL AFFAIRS URDANETA CITY UNIVERSITY

Effective Date: April 1, 2023

Review Date: April 1, 2024

Purpose

This policy establishes a systematic process for identifying, assessing, and engaging local stakeholders who are vital to the initiatives of Urdaneta City University (UCU), particularly under the External Affairs function. Local stakeholders include businesses, government offices, educational institutions, organizations, community groups, and individuals who contribute to or support the University's mission, values, and strategic plans.

Scope

This policy applies to the External Affairs Office and all departments or units that initiate or participate in stakeholder engagement. It serves as a guide in planning, identifying, establishing, and managing collaborations and community outreach activities.

Definitions

Local Stakeholder – An individual, group, or organization within Urdaneta City or nearby areas whose work, resources, or interests align with UCU's programs and objectives.

External Affairs – The University's efforts focused on fostering partnerships, collaborations, and engagements with organizations and communities outside the institution.

Policy Statement

UCU is committed to cultivating strong, meaningful, and sustainable partnerships with local stakeholders. Strategic collaboration supports educational development, advances community growth, and strengthens UCU's institutional initiatives. This policy outlines the structured process of stakeholder identification and engagement.

V. Procedures

V.1. Stakeholder Identification

V1.1. Community Mapping

Identify potential stakeholders through community mapping, which may include:

- Local government offices and agencies
- Business and industry partners
- NGOs and non-profit organizations
- Schools and other educational institutions
- Health and service providers
- Community leaders and civic groups

Stakeholders should be mapped based on relevance, influence, location, and alignment with UCU's goals.

V1.2. Needs and Goals Analysis

Identify UCU's needs and objectives to determine areas requiring stakeholder support, such as:

- Research and innovation initiatives
- Student internships, employment, and industry linkages
- Sponsorships, scholarships, or resource partnerships
- Community engagement and volunteer activities
- Workshops, seminars, and training programs

Match stakeholder capabilities with UCU's identified needs.

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V1.3. Evaluation Criteria

Evaluate stakeholders based on:

- Alignment with UCU’s mission and strategic direction
- Potential for long-term engagement
- Mutual benefit for both UCU and the stakeholder
- Level of influence or contribution to the community

Prioritize those stakeholders that provide the best alignment and potential impact.

V.2. Engagement and Partnership Development

V2.1. Stakeholder Database

Maintain an updated database of stakeholders, including contact details, engagement history, and possible areas of collaboration.

V2.2. Communication Plan

Develop an appropriate communication plan identifying communication methods and engagement frequency (e.g., meetings, events, emails, newsletters, social media).

V2.3. Engagement Initiatives

Initiate contact through meetings, courtesy visits, or outreach activities to introduce UCU’s vision and explore collaboration opportunities.

V2.4. Collaborative Programs and Activities

Carry out joint efforts such as:

- Seminars, forums, and learning sessions
- Research and innovation partnerships
- Internship, practicum, and immersion programs
- Community service or outreach initiatives

Acknowledge stakeholder contributions and provide updates on outcomes.

V.3. Monitoring and Evaluation

V3.1. Periodic Review

Conduct quarterly evaluations to determine the impact and effectiveness of stakeholder engagement.

V3.2. Reporting

Prepare an annual stakeholder engagement report, documenting activities, accomplishments, challenges, and improvement recommendations.

V3.3. Continuous Enhancement

Gather feedback from stakeholders and refine the identification and engagement processes based on insights and evaluation results.

VI. Roles and Responsibilities

External Affairs Office

- Leads the stakeholder identification, engagement, monitoring, and documentation processes.

Department Heads / Program Coordinators

- Recommend stakeholders and support initiatives aligned with their projects and programs.

University Leadership

- Reviews and approves major partnerships and formal agreements.

VII. Policy Review

This policy shall be reviewed annually to ensure it remains responsive to the needs of UCU’s External Affairs initiatives and community partnership.

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