Community Engagement

A Road Map to Success

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A Definition and a Question

The Definition

- Community Engagement goes well beyond Services, conventional outreach, and even most conceptions of public service. Old concepts emphasize a one-way process in which the Institution transfers its expertise to key constituents. Embedded in the engagement ideal is a commitment to sharing and reciprocity. Engagement envisions partnerships, two-way streets defined by mutual respect among the partners for what each brings to the table. An institution that responds to these imperatives is called an “Engaged Institution”. This term is now used as a mark for great higher education institutions.
A Definition and a Question (cont.)

The Question

- Why it is Important for HCT to get involved in Community Engagement?

- **First:** It has two characteristics that differentiate it from other HEd institutions:
  - Emphasis on applied education
  - Geographical spread across UAE

- **Second:** Utilizing these two characteristics as enablers HCT can distinguish itself as an Engaged Institution
Examples of Engagement Activities

- **Applied Research** designed to help increase understanding of a problem or test solutions for that problem.

- **Impact assessment** designed to measure the effect of program and services with reference to their intended outcomes.

- **Policy analysis** directed at framing new policy approaches or assessing the impact of current policy initiatives.

- **Seminar, lectures, and courses** to address issues of public concern.
**Engagement Connects College Resources and Knowledge with Community Needs and Benefits Every One**

| Benefits to Community Partners | - Meeting immediate needs  
| - Enhancing long-term capacity  
| - Creating new resources |
| Benefits to the College | - Contributing to College Objectives  
| - Strengthening Community ties  
| - New Partners |
| Benefits to Students | - Enhanced learning opportunities  
| - Career connections  
| - Personal development  
| - Community involvement |
| Benefit to Faculty Members | - Enhanced capability to provide professional service  
| - Enrichment of teaching  
| - New research ideas |
A Road Map for Developing a College Community Engagement Plan

- Check HCT strategic plan and use it as framework
- Answer some planning questions
- Base your plan on sound principles
- Know your community partners
- Develop and use good communication plan
Community Engagement in HCT Strategic Plan

- **Strategic Goal (3): Expand Partnerships**
  - Expand community connections and industry interactions that enhance applied education.
  - Address issues that affect the community to optimise both teaching and learning environments.
  - Ensure relevance of all programs through effective Industry Advisory Committees.
Community Engagement in HCT Strategic Plan

Strategic Goal (3): Expand Partnerships

- Expand international connections to enhance options for students and promote innovation.
- • Assist in transforming public schools into exemplars of active learning as part of the HCT’s community engagement
- • Become community centres for activities relate to culture and the arts.
- • Organise fundraising to contribute to the HCT’s financial stability which will assist the HCT in ensuring its equipment and facilities are aligned with latest teaching technologies.
What the College Needs To Do: Establish Focus Groups And Determine Directions

- Form an **internal focus group** to identify issues, problems, and opportunities related to Community Engagement.
- Form an **external focus group** to identify issues, problems, and opportunities related to Community Engagement.
- Combine internal and external groups to **synthesize information** gathered through brainstorming sessions and form strategic issues.
Planning Questions to be Used by Focus Groups

What are the Community’s expectations for Engagement?

Which Engagement activities are perceived as the most valuable by key stakeholders?

What should the College’s Engagement activities be in the next 5 years?
Planning Questions to be Used by Focus Groups (cont.)

- What do we want the College to be known for in the area of Engagement and Partnerships?

- What are the internal and external issues that need to be addressed by the College in order to become the Emirate’s leading Engaged institution?
Principles of Successful Engagement

- Parity of participation
- See that everyone “wins”
- Output must be applicable and sound
- Long-term relationships are richer
- Continual assessment of outcomes
- Assure accountability and transparency among partners
Successful Community Engagement

To be successful, Community Engagement should be based on a joint definition and agreement (by both the College and the community participants) on:

- **Goals of the engagement**
- **Criteria of success**
- **Resources to be provided**
Know our Community Partners: Stakeholder Analysis

A framework for understanding the environment of engagement:

-with **WHOM** should we engage, for **WHAT** reason and by what **STRATEGIES**?
Steps of Stakeholder Analysis

- Identify key stakeholders (one-time, project or partnership stakeholders)
- Prioritize the stakeholders (balance benefits vs. resources)
- Focus on engagement projects that match College objectives, resources and skills (needs assessment survey)
- Establish strategies for engagement (outcomes expected and methods of delivery)
Suggested Engagement’s Communication Strategy

- Provide easy access to external and internal stakeholders to learn about College’s faculty members skills and experiences and programs and resources by creating a dedicated website for engagement activities.

- Develop and maintain a current database to be used by College Faculty and staff to report engagement activities and accomplishments. Information from the database could be used to increase public awareness about the role and the value of College activities.