GULF UNIVERSITY

Title: Community and Industry Engagement Procedures

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Review: The procedures are subject to a periodic review as per

amendments of Community and Industry Engagement Policy

1. **Purpose**

   The purpose of this document is to describe procedures of community and industry engagement at Gulf University. It provides a framework of management and support of community and industry engagement activities.

2. **Scope**

   This document applies to all staff and students at Gulf University.

3. **Acronyms**

BQA	Education and Training Quality Authority
CECEC	Community Engagement and Continuing Education Center
GU	Gulf University
HEC	Higher Education Council
IT	Information Technology

4. **Definitions**

   Consultation:

   A process, where either an individual or concerned group of staff at Gulf University provide their views and feedback on organizational matters of their expertise that are requested by community and industry.

   Continuing Education:

   A process of continuously providing and gaining knowledge throughout the life of individuals to improve skills and create a culture of progress and competency needed for employment and/or personal satisfaction.

   Engagement:

   An activity, where staff at Gulf University participate in the community to impact and further develop existing practice and skills with different methods and techniques.

   Partnership:

   An activity, through which both Gulf University and community come together and strengthen community and industry by developing civic engagement and reinforcing core missions of higher education. The partnership activity between Gulf University and the community involves sharing knowledge through community- based participating research and development programs.

Community Service

Activities or projects carried out by Gulf University staff and students that directly benefit the community, addressing specific needs and promoting a sense of social responsibility.

Community Engagement

The process by which Gulf University involves and collaborates with the community to address societal challenges and contribute to the public good. This includes participation in community development, fostering partnerships with local organizations, and encouraging the active involvement of staff and students in community initiatives.

5.   Procedures Details:

5.1 Gulf University is committed to establishing clear procedures for implementing the provisions of the policy. These procedures include guidelines for planning, executing, and evaluating community and industry engagement activities. They also involve mechanisms for monitoring and reporting on the impact of these activities, ensuring continuous improvement and alignment with the university's mission and strategic goals. The priority areas for community engagement activities are Training sessions, Community Services by Students and Staff, Social engagement by students and staff, Industry Relations, Resources and Facilities and Donation of Equipment.

- GU shall provide several workshops and training sessions in various fields, including electrical, electronic, and mechanical engineering, interior design, leadership, media, public relations, and marketing to target groups in local society in areas such as: customer service, Design Thinking in HRM, press editing and investigative journalism, writing financial and administrative reports, preparing budgets for business, design and rooting electronic card PCB, creative problem solving for community development, biophilic design, revit architectural, life cycle assessment: exploring "one click LCA" software, introduction and tools needed for a freshly graduated engineer, use of artificial intelligence to improve and facilitate tasks at work, enhancing life and work condition in built environments etc.
- Community services by students and staff shall include any voluntary work intended to help people in Kingdom of Bahrain such as: Providing consultations, cleaning up the seashore, visiting the Elderly House, Iftar fasting day, participate in sports day, organizing table tennis, football competition, visit Bahrain National Charter Monument etc.
- Social engagement by staff and students shall lead to participation in awareness campaign for the befit of the community and society in Kingdom of Bahrain such as: attending and participating in conferences that are related to community issues, cancer marathon, blood donation campaign, public affairs etc.
- Faculty is encouraged to engage with academic and professional networks in and outside Bahrain (membership in professional bodies) and is supported by

the university if funding is needed. Faculty shall take up consulting roles in other organizations both academic and industry.

- **Engagement Activities Undertaken by The CECE Center**
The scope of the activities under the CECE Center and CE Committees is divided into four categories:

Employee Engagement
The CECE Center and CE Committees encourage staff participation in community engagement programs by

- Highlighting contributions and initiatives in community engagement activities during the performance evaluation process.
- Involving staff in research projects aimed at helping the surrounding community.
- Engaging in consultation assignments with businesses and industry on behalf of Gulf University.
- Developing training programs designed to meet the needs of the community and industry.
- Encouraging students to volunteer for NGOs and non-profit organizations to develop a sense of social responsibility.
- Supporting academic and professional networks in and outside Bahrain (membership in professional bodies), with university funding if needed. Faculty members are encouraged to take up consulting roles in other organizations, both academic and industrial.

Student Engagement
The CECE Center, in coordination with Colleges, SSU, and the Student Council, encourages students to participate in cultural, social, environmental, and economic events. This aims to boost the morale and spirit of everyone involved while increasing students' awareness of their society. A plan, including a list of activities broken down by semester, is prepared to facilitate this engagement.

Scientific Engagement.
Gulf University aims to give back to the community through research, increasing its research capacity and capability and diversifying the research conducted. Gulf University assists in increasing its contribution to society through research by:

- Focusing on real-world issues that promote sustainability and address environmental conservation.
- Partnering with local industries or organizations to conduct research beneficial to both the community and the university's academic efforts.
- Collaborating with international universities to enhance community interaction and become part of the global network.

Industry Engagement

To successfully engage students with the industry, the university has created two major offices:

- Internship and Career Development Office
- Alumni Office

The CECE Center and CE Committees, in coordination with colleges and these two offices, ensure that the university maximizes its interaction with industry. This allows students to benefit fully from the service-learning component of their curriculum. Additionally, the university aims to develop long-term partnerships with industry and explore further avenues of cooperation in scientific research, business advisory, and student internships.

- The relationship and the collaboration between GU and industrial companies shall aim to inform both the university community and the partners from the industry about the recent needs and challenges in society. Accordingly, collaboration projects shall be initiated, and impact shall be measured.
- GU shall provide learning and physical facilities to the community such as: sports playgrounds, library, and cafeteria. However, there are new opportunities for sharing additional resources.
- Donations of Equipment shall include donating items such as: media devices, computer, sport equipment, furniture, lab equipment, textbooks, clothes, etc. for needy persons or organizations.

The CECEC shall conduct a survey in collaboration with the college committees on community service and training needs of society, to collect needs from the community in line with the capabilities and resources of the university. Based on the survey a training plan shall be prepared.

5.2 CECEC shall provide Quality continuing education in GU's areas of expertise.
CECEC shall provide training accustomed to the needs of the community of Kingdom of Bahrain and the Gulf region.

5.3 CECEC shall collect the "Training Course/Workshop Outline" form (GU-PR16CIE-F01) at the beginning of the academic year for developing the community engagement plan and have it approved by the University Council. In such cases where the community institutions/ organizations request the University for specific engagements, CECEC shall develop plan(s) in collaboration with relevant Colleges/Departments/Units and/or staff member(s), and with relevant community institutions/organizations, followed by having the plan(s) approved by the University Council.

5.4 CECEC shall consider the following factors while developing the plan:
- Access to the community,
- Target audience,
- Historic and present issues related to topic,

- Time frame,
- Resources and Budget,
- Limitations.

5.5 CECEC shall send approved plan(s) to relevant Colleges, Departments and Units within the University and shall communicate with concerned community organizations.

5.6 The plan(s) shall be initiated by the relevant Colleges/Departments/Units and/or by staff member(s) to serve the community.

5.7 CECEC shall coordinate with relevant resource(s) within the University for supporting the implementation of community engagement activities.

5.8 Upon completion of community engagement activity, CECEC shall develop a report outlining the followings:
- Community engagement activity,
- Intended and actual outcomes achieved,
- Overall evaluation of the engagement,

CECEC shall communicate the outcomes to participants and to relevant Colleges/Departments/Units and/or staff member(s).

5.9 CECEC shall regularly coordinate with IT Department to update the webpage on GU website.

5.10 CECEC shall develop a report on community engagement activities at the end of each semester, followed by sending it to President of University.

6. Responsibilities

Academic and Administrative Staff are responsible for:
- Following this document appropriately.

Director of Community Engagement and Continuing Education Center is responsible for:
- ensuring all academic staff and students are fully informed of this document.
- appropriate implementation of this document.

Heads of Departments and Deans are responsible for:
- appropriate implementation of this document.

IT Department is responsible for:
- Appropriate implementation of this document.

Office of Public Relation is responsible for:

- Appropriate implementation of this document.

Unit of Student Services (Internship and Career Development, Student Support, and Alumni Officers) is responsible for:

- Appropriate implementation of this document.

University Policy Development and Review Committee is responsible for:

- Systematic review of the effectiveness of this document.

7. Related Policies

- Community and Industry Engagement Policy

8. Related Procedures

- No related Procedures

9. Related References and Standards

BQA	Institutional Review Handbook
BQA	Programs-within-College Reviews Handbook
MoL	Ministry of Labor
HEC	Academic Regulations