



Universiti
Malaysia
PAHANG
Engineering • Technology • Creativity

COMMUNITY ENGAGEMENT GUIDELINES UNIVERSITI MALAYSIA PAHANG

COMMUNITY ENGAGEMENT GUIDELINE UNIVERSITI MALAYSIA PAHANG

1. PURPOSE

The primary aim of this policy is to explain the implementation of community engagement program and activity and the management method used in departments and university level.

2. INTRODUCTION

Public universities (UA) functions is not only producing skilled manpower in various fields but also responsible for contributing knowledge and expertise for the development of local communities. As a process of communitising the university, various programs has been done to bridge the gap between society and the university community. This is in line with the university aspiration to make its existence felt, seen and heard by the public.

The concept of community engagement refers to the process by which organizations and individuals build continuous or permanent relationship through cooperation that benefit the community over high impact community programs. It includes participation from the beginning to identify issues and mobilize resources and strategies that are relevant in moving society towards change.

The implementation of high-impact community programs refer to programs or projects done by UMP with the involvement of internal community (students, researchers and campus) and external community (local and global), including industries. Therefore, UMP has implemented the concept of Community University which aims to expand the role of universities in dissemination of knowledge and information to assist in industrial development and improve people's standard of living.

3. DEFINITION

- 3.1 “**Community**” refers to a group of people that interact with each other in the community including; organization, entity, association or non-governmental organization that working for common good; or, institutions established to achieve social objective, such as educational institutions, school, pre-school and training institutions;
- 3.2 “**Engagement**” means to build on-going and continuous relationships and apply the vision of collaboration that benefits the community.
- 3.3 “**Community Engagement**” means the process by which organizations and individuals build an on-going and continuous relationship and apply the vision of collaboration that benefit the community. It includes participation in the initial stage of identifying issues and mobilize resources and strategies that are relevant in moving society towards change. Participation, partnership, collaboration and sustainability are essential elements. It also includes voluntary community involvement for the benefit of their knowledge and resources.
- 3.4 “**Staff**” refers to staff of Universiti Malaysia Pahang.
- 3.5 “**Student**” refers to registered student, other students in an institution affiliated with the University or College University pursuing a course of study, teaching, training or research of any description at the preparatory, under-graduate, post-graduate or post-doctoral full-time or in part-time, by or from the University or College University, and does not include long distance learning, off-campus, exchange and non-graduating student.
- 3.6 “**deparment**” refers to department (PTJ) that established in Universiti Malaysia Pahang including faculty/department/centre/section/unit.

4. COMMUNITY UNIVERSITY OBJECTIVE

Although there are various definitions and interpretation of community engagement, but in UMP, it means active and meaningful involvement within and outside of the university across local, national and international levels with the aim of exchanging knowledge and enabling learning for the benefit of the society. Thus, community university objectives that has been identified are:

- i. To give opportunity to campus community to communicate and work as a team, along with inculcate value and society ethics;
- ii. To encourage campus community to get involve in social organization especially in NGO;
- iii. To nurture patriotism and unity spirit among campus community;
- iv. To compile all community engagement activities in one database for the reference of local and international party.

5. ENGAGEMENT ACTIVITY AND PROGRAM

Community engagement activities and program can be viewed from numerous aspects and it can be distinguishes between the following community engagement categories across (details are in **Appendix A**)

- a) Teaching and learning, including integrated service learning and internship;
- b) Research integration, knowledge exchange and application and industry engagement;
- c) Social service and broad participation, including partnerships with schools;
- d) Institutional development and the use of resources to appreciate nature, culture, arts and sport.

To ensure the sustainability of the community engagement program and activities, the following elements will be taken into account:

- i. Planning**
 - Plan a clearly stated objective, governance, legislative, process, stakeholders function and expected outcomes.
- ii. Target Group**
 - Recognise the target communities as an identified and respected entity in addressing issues relevant to the welfare of society and their cultural entity.
- iii. Method of Delivery**
 - Facilitate involvement with equally involve all community partners in every stages of the initiative.
- iv. Sustainability**
 - Ensure on-going and continuous partnerships among community partners through a strategy and development plan by empowering the target groups.
- v. Value and Culture**
 - Achieve genuine and transparent community engagement in all actions, responsible, trust and focus through the integration of knowledge and encourage the knowledge transfer that is beneficial to all target groups.

Amongst the target group and stakeholders in implementing community engagement program and activities are:

1. UMP students and staffs, campus community, alumni;
2. Local, state and federal government;
3. Industry, including enterprises, consortium and industry associations;
4. Community groups and associations;
5. Non-governmental organizations;

6. Educational institutions, including schools and other institutions;
7. Professional bodies and discipline-based community; and
8. Funding bodies.

Types of community engagement program and activity based on PTJ's planning, client's application, top management approval or instructions are:

- a) Local and international humanitarian mission
- b) Community service programs
- c) School adoption program / excellence cluster school
- d) Social innovation program / community innovation
- e) Community development program
- f) Community open day
- g) Entrepreneurship advisory program / business development
- h) Expos / exhibitions / demonstrations
- i) Community program with local council/ local government (PBT) / JKKK / government and private sector / NGO

Detailed schedule of the form / community program categories can be found in **Appendix B**.

6. IMPLEMENTATION GUIDELINES

Key elements of the university community involvement should have a direct bearing on the ultimate goal and the ability to function effectively. This includes:

- Clear transfer of technology and knowledge from university to community

- Research and research training;
- Teaching and learning;
- Public relation (including promoting the achievements and impact of the university in the community) and general public accountability (including advisory mechanisms);
- Supporting partnerships, linkages, strategic alliances and networks to ensure close, mutually supportive relationships.
- Involved key stakeholders in industry and the community in general;
- Providing access and opportunity to all students and staff, and the wider community to participate in social activities in supporting the university community aspiration.
- Providing access and opportunity for the wider community to university facilities (where relevant) and special-interest lessons and courses (where deemed appropriate); and
- Encouraging campus community to increase their awareness on and participation in activities that benefit the community.

Hence, listed below are guides in community engagement program management:

6.1 Identify Community Service

- a) PTJ will identify community service program based on PTJ's planning or applications from community/agency.
- b) Determine objective for each program that will be done.

6.2 Choose Promotional Method

PTJ will carry out promotional program (if necessary) either via leaflets / forms, visits to agencies, exhibitions, portal, UMP media such as UMP.fm or newspapers with the help and cooperation from UMP Corporate Communications Section.

6.3 Acceptance of Application

- a) PTJ will receive client's application to do program via official letter/forms/email.
- b) PTJ will acknowledge receiving date of the letter / application form / email and process the application.

6.4 Inform the Customer

PTJ will inform the applicant via official letter / email.

6.5 Bincang di peringkat PTJ – Discussion at Department Level

- a) PTJ will seek approval from their management through meetings or discussions.
- b) PTJ will plan the implementation of the community service program.

6.6 Inform Main Coordinator (JHEPA / PNC / JJIM / PIMPIN / NGO-NGO UMP)

PTJ will inform the main coordinator (JHEPA / PNC / JJIM / PIMPIN/NGO-NGO UMP) on the program coordination via E-Community memo / letter / email.

6.7 Program Coordination

Arrange meeting or discussion for program coordination.

6.8 Inform The Department

- a) Main coordinator will inform the PTJs after coordination on the program with other PTJs is done (if necessary).
- b) PTJs will have to submit a paperwork to Top Management Committee Meeting (JKPU) if they need budget for the program.

6.9 Program Implementation

Execute program as per guidelines below:

- i. Gather basic information on the community
- ii. Site visit/visit to the industry (if necessary)
- iii. Discussion with the clients
- iv. Execute the program based on what has been discussed and agreed upon
- v. Monitoring of program
- vi. Program evaluation

6.10 Program Evaluation

Evaluate program effectiveness by using program feedback form / course (manually or online) or evaluation form prepared by the PTJs.

6.11 Prepare Report And Upload to MyCommunity Portal

Generate program report from Industry-Community Information Dashboard (ICID) system. Submit the report to be translated into English. Final report need to be submitted to Corporate Communication Section, to be uploaded into MyCommunity Portal.

6.12 Make Improvement

Improve quality of the program in the future.

7. STAR RATING SYSTEM ON COMMUNITY ENGAGEMENT PROGRAM

Star rating for community engagement program by PTJs are set by criteria as follows:

LEVEL	DESCRIPTION	IMPACT	INDICATOR
5 ★★★★★	Empowerment	Community well-being and improvement on environment quality. Sustainable innovation practices. Strengthening innovation practices.	Community / participants operate independently without the involvement of UMP
4 ★★★★	Change in Practice	Benefit directly from innovation practices such as quality and revenue improvement, cost reducing.	Community / participants use innovation in its efforts.
3 ★★★	Change in Knowledge, Attitude, Skills and Aspiration	Community programs increase knowledge, attitude, skills and community aspiration.	Increasing knowledge, attitude, skills and community aspiration among the community / participants. <i>*Proved measurement through analysis and other sources</i>
2 ★★	Support and Involvement	The community realize the importance of taking actions as a community. Community / organization strategic partnership.	UMP organize program with the community / participants.
1 ★	Build Network	Positive respond to the UMP and community action program.	Strengthen relationship between UMP and the community /

LEVEL	DESCRIPTION	IMPACT	INDICATOR
			participants through visits, exchanging letter, email and others.

8. IMPLEMENTATION AND MONITORING OF GUIDELINE

In the implementation of this policy, UMP will ensure that community engagement activities and programs will be carried out in a way that ensures delivery system will be heard and at its best quality while focusing on sustainable development practices.

- a) Initiatives on campus community involvement will be coordinated by University Community Committee led by Industry Partnership & Community Relation Department (JJIM) hence increase the number of students and staff participated in community engagement program and activity.
- b) University Community Committee consists of JJIM, Students Affairs & Alumni Department (JHEPA), Human Development & Islamic Centre (PIMPIN), Office of Vice-Chancellor (PNC) and other PTJs that might be involved in community engagement program and activity.
- c) This committee will be the secretariat to coordinate meeting and build network with local community in its effort to build mechanism where UMP can use resources to add value or contribute to their community.
- d) It also controls information and data regarding community engagement program organised by every PTJs.
- e) PTJ which organise the program will cooperate with other PTJs in identifying specific and realistic needs of community-based organization and NGO. It is also to identify needs and skills of university group of volunteers.

- f) A database to store information on community engagement initiatives UMP and a group of volunteers who take part in community engagement activities and development. Implementation mechanism should be recorded and updated every six (6) month.

For the purposes of monitoring guidelines, each report will be presented under the University Community Committee, chaired by JJIM Assistant Vice-Chancellor. This committee will be responsible for monitoring the result and effectiveness of community engagement program initiatives in UMP.

PTJs will report on their community engagement program and activities in a section integrated with KPIs and annual work target. MyCommunity Portal will be updated on an on-going basis.

9. REVIEW

These guidelines will be reviewed annually to ensure it remains relevant and effective.

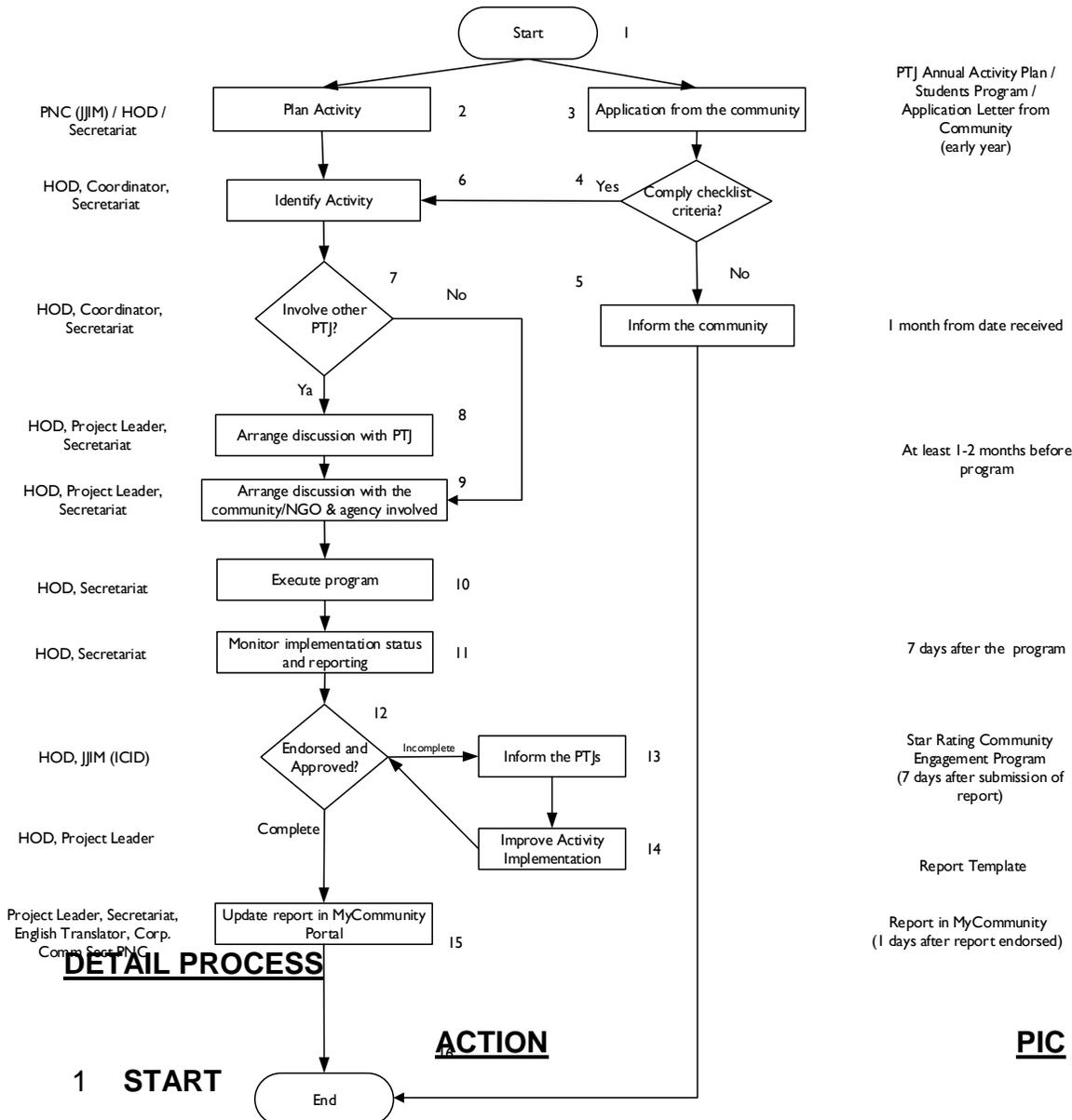
10. EFFECTIVE DATE

This policy is effective as of September 2016.

APPENDIX

COMMUNITY ENGAGEMENT MANAGEMENT PROCEDURE

PIC	Process	Reference (timeline)
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- 1 **START**
- 2 **Plan Activity**
Plan community programs / projects / activities based PNC (JJIM) / HOD /

<u>ACTION</u>	<u>PIC</u> Secretariat
<p>on UMP Strategic Plan and PTJ's. Login into Industry-Community Information Dashboard (ICID). Fill in the program / project / activity information based on PTJ's planning. Cross check information uploaded, print and save a copy in a file.</p>	
<p>3 Receive Application From The Community If PTJ received an application from the community to carry out program / project / community activities, it should be reviewed to determine the selection criteria, whether it meet the needs of the university community to have the program / project / activity or not. Refer to checklist.</p>	HOD, Secretariat
<p>4 Comply? If YES, proceed to step 6. If NO, proceed to step 5.</p>	HOD
<p>5 Inform the Community Inform the community via letter / email / print screenshot if their application is rejected and the process ended.</p>	HOD, Secretariat
<p>6 Identify Activities Identified programs / projects / activities that will be done must comply with Community Engagement Program and Activity Implementation Policy. For applications received from the community, inform the community on the status of application through letter / email / print screenshot.</p>	HOD, Project Leader, Secretariat
<p>7 Involvement of Other Department If YES, proceed to step 8 If NO, proceed to step 9</p>	HOD, Project Leader, Secretariat
<p>8 Arrange Discussion with Other Department</p>	

<u>ACTION</u>	<u>PIC</u>
<p>Arrange discussion with other PTJs that might involve in the community program / project / activity.</p>	<p>HOD, Project Leader, Secretariat</p>
<p>9 Arrange Discussion with the Community / NGO / Agency Involved</p> <ul style="list-style-type: none"> - PTJ arrange discussion with the community / NGO / agency involved in the implementation of the programs. - Form Steering Committee which responsible to run the program / project / activity. 	<p>HOD, Project Leader, Secretariat</p>
<p>10 Execute Activity</p> <ul style="list-style-type: none"> - Execute community program / project / activity as planned. - Distribute program / project / activity evaluation feedback form (within the scope of Talent Management Section – Training) or any form prepared by the PTJs to the participants or community involved. - Collect evaluation feedback form upon completion of every program / project / activity and analyse. - Prepare program / activity / activity report using ICID System. Log in and upload require information. Cross check uploaded information. Save and submit for confirmation. 	<p>HOD, Project Leader, Secretariat</p>
<p>11 Monitor Implementation Status and Reporting</p> <p>Monitor program / activity / activity report and planning status that has been uploaded into ICID System by PTJs.</p>	<p>Project Leader, Secretariat</p>

<u>ACTION</u>	<u>PIC</u>
<p>12 Checked and Endorsed If the report COMPLETE and endorsed, proceed to step 15 If the report INCOMPLETE and has not been endorsed, proceed to step 13</p>	<p>HOD, JJIM (ICID)</p>
<p>13 Inform Project Leader Inform the project leader on any report improvement</p>	<p>HOD, Project Leader,</p>
<p>14 Improve Reporting and Activity Implemented Improve on implementation of future program / activity / activity and reporting in ICID System. Improved report, saved and submit for re-confirmation and repeat step 12.</p>	<p>Project Leader</p>
<p>15 Update MyComunity Report and Portal</p> <ul style="list-style-type: none"> - Update and print endorsed report - Submit report to be translated into English - Submit final report to Corporate Communion Unit, PNC to be uploaded into MyCommunity Portal. 	<p>Project Leader, Secretariat. English Translator, Corporate Publication Unit, PNC</p>

CHECKLIST FORM

 <p>Universiti Malaysia PAHANG <small>Engineering • Technology • Creativity</small></p>	<p>Industry Partnership & Community Relation Department (JJIM). <u>COMMUNITY PROGRAM / PROJECT / ACTIVITY IMPLEMENTATION</u> <u>CHECKLIST</u></p>
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This checklist aims to identify the selection criteria in order to meet the needs of the university community for the next program

Organization/Community: _____

Address : _____

Tel no : _____

PLEASE TICK (/) WHERE APPLICABLE

NO	ITEM	YES	NO	REMARKS
1	Intructions from top management			
2	Application from the community			
3	Budget from the community			
4	Budget from the university			
5	Apply budget from the university			
6	Ready-to-use facilities in the community, such as community hall, etc			
7	Good transport facilities and accessible			
8	Potentially technology development, entrepreneur development, element of communitising technology and others. Please stated at the remarks column			
9	Any UMP expertise that can be transfer to the community			
10	Appropriate time of program			
	TOTAL			

*This application is * appropriate / inappropriate / deferred for implementation of community collaboration (*delete where not applicable)*

Note:

Checked by : _____ **Approved by: HOD**

Signature & Stamp: _____ Signature & Stamp: _____

Name : _____ Name : _____

Date : _____ Date : _____