# Institutional relations and professional development

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| Post/section with responsibility for implementation and monitoring | | Registrar and Chief Administrative Officer |
| Approved by | | University Council |
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| Cross reference/related documents: | | 1.0 Policies and procedures manual<br>1.8 Statutory Bodies<br>8.1.4 Consultancy<br>10.4 Budgets in proposals for externally funded research<br>11.8 Marketing and media relations |

## 1.0 Rationale and principles which this policy seeks to uphold

1.1 The University has links with a variety of commercial, non-commercial, and governmental partners. Its partners are national, regional, and international.

1.2 The University is concerned to maximise the breadth of its partnership network and the range of activities undertaken with partners.

1.3 The University's external relations extend brand recognition, stimulate dialogue and understanding of its academic purpose, character, and expertise.

1.4 External partners are also sources of valuable resource (financial, expertise, networking, research access).

1.5 In developing and implementing programmes of activity with external partners the University is concerned to manage and mitigate potential reputational and financial risks.

## 2.0 Scope

2.1 This policy is applicable to staff, students, members of the University Council and other associated individuals, groups or institutions which wish to associate an activity with the name and image of the University.

## 3.0 Definitions

3.1 Commercial activities comprise the exploitation for financial return of any facility, artefact, or resource over which the University has proprietary rights, whether physical, intellectual, or virtual.

3.2 Non-commercial activities do not seek financial return. They may be contracted or otherwise formalised. They may lead to future commercial activity. Typical activities include:

- 3.2.1 initiatives seeking to form partnership or develop network;
- 3.2.2 initiatives that secure recognition of the University as productive in higher education, professional, and business communities;
- 3.2.3 association with agencies or conference management organisations with mandate in domains related to higher education or the professions in which the University is engaged;
- 3.2.4 pursuit of Memoranda of Understanding;
- 3.2.5 initiatives to secure international collaboration;
- 3.2.6 community activities: relations with government institutions, public organisations, voluntary associations, or other body associated with the UAE community are of exceptional value and risk to the University. These activities maybe of commercial or non-commercial nature.

## 4.0 Policy

Commercial activities

4.1 Any commercial activity is managed according the University's policies on funded research and consultancy.

4.2 All commercial activities require approval by the Executive Office.

4.3 All commercial activities must be pursued under contract. Contracts may be formed only by individuals who have existing contractual relationship with the University.

4.4 Prior to contract a risk assessment must be undertaken and report produced, with the following matters considered:

- 4.4.1 financial exposure;
- 4.4.2 reputation;
- 4.4.3 deliverability;
- 4.4.4 legislative requirements;
- 4.4.5 impact of competition.

Non-commercial activities

4.5 Prior to engagement in non-commercial activities, a risk assessment must be undertaken and report made available, with the following matters considered:

- 4.5.1 financial exposure;
- 4.5.2 reputation;

4.5.3 deliverability;
4.5.4 legislative requirements;
4.5.5 impact of competition.

Community activities

4.6 Community activities are managed either as commercial or non-commercial activities.

4.7 Media and PR associated with these activities is managed by the Marketing, Admissions, and Student Services department under approval of the Executive Office.

**5.0 Responsibilities**

5.1 It is the responsibility of the Marketing, Admissions, and Student Services department to initiate, develop, and manage external relations and activities involving external partners.

5.2 All members of the university active in external activities must coordinate with the Marketing, Admissions, and Student Services department (media and PR) and the Events committee (organisation of events if required).