

Policies and Procedures

Policy Title	Community Engagement	Policy Number	126
Section	Governance and Organization	Approval Date	4 June 2024
Subsection	General Policies	Authorizing Entity	BoT
Responsible Office	Communications	Effective Date	1 July 2024
Distributed To	All AUBH Staff And Faculty	Next Review Date	3 Years After Effective Date

1.0 PURPOSE

- This policy establishes guidelines and procedures for community engagement activities conducted by the American University of Bahrain.
- This policy applies to all members of the American University of Bahrain’s community, including students, faculty, staff, administration, and external partners.

At AUBH, we focus on three main pillars when it comes to community engagement, these are:

1. **Youth Empowerment:** We actively engage with local youth through various outreach programs, including mentorship opportunities, educational seminars and workshops, and extracurricular activities aimed at empowering them to reach their full potential. We also provide resources and support to empower young leaders within our community offering training, networking opportunities, and platforms for them to voice their ideas and initiatives.
2. **Health and Sports:** We develop and promote initiatives that emphasize our Sound Mind, Sound Body approach that encourages healthy lifestyles, including fitness programs, education, mental health awareness through counseling sessions, and access to healthcare resources. We support various sports tournaments and events to bring together participants from our university and the surrounding community fostering healthy competition. Examples include the Mini Football competition for Females, International School Sport Federation Gymnasiade, and many more.
3. **Education:** We are committed to advancing education and knowledge within the local and global community. We organize various educational initiatives and collaborations that provide learning opportunities beyond the classroom, including academic partnerships with leading institutions around the world to provide our students with international exposure, collaborative research projects, and access to expertise and resources. We also offer a range of continuing education workshops, and forums open to the public, as well as host lectures, seminars, and talks by renowned experts. Through

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these diverse efforts, we strive to be a hub of knowledge, innovation, and community engagement.

4. **Industry Engagement:** We have created strong industry partnerships across diverse sectors, providing students with valuable real-world experiences. We have partnered with leaders in the banking sector, oil and gas, and telecommunications offering internships, consulting on projects, and providing educational resources. We also engage with social impact organizations and maintain a global network, empowering students to contribute to community development and explore international opportunities. This industry engagement prepares our students for success in their fields as socially responsible leaders.

2.0 POLICY

2.1 The American University of Bahrain is committed to fostering a vibrant and mutually beneficial relationship with the communities we serve. This policy outlines our core values and guiding principles for creating meaningful partnerships that enrich both the university and the wider society through collaboration with local organizations, businesses, and individuals.

2.2 Principles:

- **Mutual Benefit:** AUBH seeks to establish partnerships and collaborations with the community that are mutually beneficial, promoting shared values and goals.
- **Transparency and Communication:** AUBH is committed to transparent and open communication with the community, ensuring that stakeholders are informed about university initiatives, events, and activities.
- **Respect Cultural & Social Diversity:** AUBH values diversity and inclusion and will strive to engage with communities in a respectful and culturally sensitive manner, embracing the diversity of perspectives and experiences.
- **Educational Opportunities:** AUBH recognizes the importance of providing educational opportunities to the community, including workshops, lectures, and outreach programs that contribute to the intellectual and cultural enrichment of the community.
- **Social Responsibility:** AUBH acknowledges its social responsibility and is committed to addressing community needs through philanthropy, volunteerism, and partnerships with local organizations and institutions.

2.3 Guidelines:

- **Community Partnerships:** AUBH will actively seek partnerships with local organizations, businesses, and governmental entities to enhance community engagement efforts.
- **Community-Driven Initiatives:** AUBH will encourage and support initiatives proposed by the community that align with the university's mission and values.
- **Collaborative Events:** AUBH will organize and participate in events that promote collaboration between the university and the community, such as conferences, workshops, and cultural festivals.

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- **Service-Learning Programs:** AUBH will integrate service-learning opportunities into its curriculum to provide students with practical experiences that contribute to the community while enhancing their education.
- **Resource Sharing:** AUBH will explore opportunities for sharing resources, expertise, and facilities with the community to address local needs and promote sustainable development.
- **Responsibilities:**
- **Community Engagement Committee:** A Community Engagement Committee will be established to plan, oversee and guide community engagement initiatives, ensuring alignment with the university's mission and values. The Committee should consist of a representative from Student Affairs, Marketing and Communications, and Student Council.
- **Reporting:** The university will regularly report on its community engagement activities, including the impact of its initiatives on the community.
- **Feedback Mechanism:** Feedback mechanisms will be established to gather input from both the university community engagement events' organizers and the community, enabling continuous improvement in the quality of community engagement opportunities provided by the university and increased responsiveness to community needs.

Review and Revision: This policy will be reviewed periodically to ensure its effectiveness and relevance. Changes may be made as necessary to adapt to evolving community needs and university goals.

3.0 PROCEDURES

3.1 Planning

- At the start of each academic year, the Community Engagement Committee shall develop an annual operational plan with clear initiatives, timelines, responsibilities, and key performance indicators that are aligned with the AUBH Strategic Plan.
- The Committee shall monitor the achievement of the operational plan quarterly and adjust the plan as needed to ensure effective implementation.

3.2 Communication:

- AUBH will regularly communicate with internal and external stakeholders to share updates, achievements, and opportunities related to community engagement.
- An annual report on community engagement activities and outcomes will be published and made available to the public.

3.3 Continuous Improvement:

- AUBH is committed to continuous learning and improvement in our community engagement efforts. Feedback from stakeholders will be actively sought and used to enhance our practices and programs.
- This policy serves as a framework for guiding faculty, staff, students, and community partners in their engagement activities. It ensures that our efforts align with our mission to contribute to the positive development of Bahrain.

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4.0 RELATED DOCUMENTS AND REFERENCES

POLICY HISTORY

Date of Last Action	Action Taken/Changes	Authorizing Entity	Effective Date