



**BUSITEMA
UNIVERSITY**

Pursuing Excellence

OUTREACH POLICY

2018

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ACRONYMS

DVC	Deputy Vice Chancellor Academics
IP	Intellectual Property
NDP	National Development Plan
POAR	Post Outreach Activity Report
SDGs	Strategic Development Goals
QA	Quality Assurance
VC	Vice Chancellor

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DEFINITION OF TERMS

Community

This is a social, religious, occupational, or other group sharing common characteristics or interests and perceived or perceiving itself as distinct in some respect from the larger society within which it exists.

Community engagement:

This involves use of University's human resources to address societal issues and problems in collaboration with the community based on disciplinary expertise, and through consulting with community organisations as part of a formal University sponsored outreach.

Clinical Work

This refers to providing medical and health related services to the community.

Extension

These are social services in terms of education, awareness building that are provided to the community in hard to reach areas. It entails the university bridging barriers to service delivery and access.

Outreach

Extending of services or assistance beyond current or usual limits. Outreach involves creating, integrating, transmitting, applying and preserving knowledge for the direct benefit of the society

Post Outreach Activity Report

This is a report compiled, at the end of the outreach activity to outline the impact attained, key lessons learnt.

University This refers to Busitema University

Quality Assurance

This is an office that is tasked with ensuring that quality is attained in regards to regulations, statutory requirements to ensure value for money, impact are achieved.

PREAMBLE

The roles of Universities are to train, research and develop communities. The University to effectively and efficiently perform on those roles has to develop sound policies and guidelines to enhance decision making and guide operations. A coherent and functional Outreach policy will enable Busitema University to be a strong institution in outreach services for her clientele. The Outreach policy is designed to engage University management, Lecturers, Students and the community both around the University and worldwide on novel causes of development. We foresee Busitema University innovating and solving community problems. Through the Outreach policy the University will engage the international community in supporting these programmes since internationalization is a University strategy. Outreach is incorporated in University Education programmes and has never been taken as a sole role. Its existence entails practice and standard assessment. The University has adopted a standard Program planning and evaluation cycle applicable in many programmes in outreach, which will involve situational analysis, outreach planning, implementation, monitoring and evaluation. The outreach programmes of the University will be integrated to comprehensively and periodically inform University management on outreach activities of the different faculties on set indicators. The policy will be implemented together with other policies such as Quality Assurance, Research and Internationalization Policies.

1. INTRODUCTION

1.1 BACKGROUND

Busitema University is a public university, established in 2007, it has six operational campuses located in Eastern Uganda.

The Vision of Busitema University is *"A centre of academic and professional excellence in science, technology and innovation,"* while its Mission is *"To provide high standard training, engage in quality research and outreach for socio-economic transformation and sustainable development."* The University's Strategic Plan 2014/15 – 2018/19, Strategic Goal Three (3), Strategy 3.3 commits the University to recognize, promote and reward responsible community engagement through the following action steps:

- a. Engage community in Research and Development activities and apply research outcomes to solve community issues and societal problems in a new way.
- b. Promote and expand education and training activities and opportunities for students outside the University.
- c. Strengthen the University's link with regional organizations and businesses for the benefit of the local and regional economy.
- d. Design and implement community service modules including those for non-professional qualifications to promote knowledge transfer.
- e. Amidst the various university functions of teaching and learning, research and community outreach.

1.2 Purpose

1. To provide an institutional framework that enables transfer of knowledge which promotes community development.

1.3 Scope of the policy

The policy exists to foster mutual benefit sharing for the community and the university together and related industries.

1.4 Specific Objective

- I. To enable a uniform approach in managing the various activities being conducted.
- II. To promote ethical conduct whilst conducting outreach activities.
- III. To facilitate a harmonize transfer of skills, knowledge for the benefit of society.

1.5 Guiding principles

- Ethics
- Participatory
- Mutual benefits
- Professionalism
- Inclusiveness

1.6 Promotion of ethical conduct

Ethics and integrity are core values of the University. The values will enable Outreach programmes to be valuable and sustainable.

1.7 Benefits

Outreach benefits the University, community, staff and students.

The University benefits through the following:

- i. Enriches the core activities of the University because it enhances teaching, research, creative work and service to society.
- ii. Provides learning opportunities to University staff and students
- iii. Focuses University's resources and expertise to address societal issues and problems in a coherent way.
- iv. Helps produce community minded graduates who are well prepared to take up and solve the complex problems of society.
- v. Enhances regular dissemination of applied knowledge.
- vi. Improves on the University's global ranking.
- vii. Markets University services.
- viii. Introduces University staff and students to creative approaches to learning and research.
- ix. Helps the University track outcomes of interventions.

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2. OUTREACH

The outreach is considered as the extending of services/assistance, with the aim to collaborate with the communities and form partnerships. Outreach consist of the following: Community research, community engagement, extension, teaching and training activities, service learning, clinical work and consultancies, membership of boards on committees of public institutes and volunteerism.

2.1 Community Based Research Activities

Policy statement: The university shall conduct research based focused on solving community problems.

Implementation strategies:

- a. Each faculty/departments shall develop a community orientated research agenda
- b. Each faculty/departments shall identify, budget, resources to community based research.
- c. The faculties/departments shall disseminate the findings to the respective communities.

2.2 Community engagement

Policy statement:

The university strive to create an enabling environment to enable a collaborative community engagement.

Implementation strategies:

- The university shall undertake situation analysis, conduct collaborations MOUs, with the aim to learn from both parties, to foster learning from.

3.0 FUNDING FOR OUTREACH

Policy Statement: The University shall source for funding towards outreach.

Policy Implementation:

- a. Source for funding through proposal and grant writing
- b. The University shall source for funding towards solving community problems where possible

4.0 COMMUNITY ENGAGEMENT

This involves use of University's human resources to address societal issues and problems in collaboration with the community based on disciplinary expertise, and through consulting with community organisations as part of a formal University sponsored outreach.

Community engagement may also involve external expertise and wisdom from the community share knowledge with the University as a form of advancing knowledge and understanding. The community engagement should have a development impact and should be aligned with the Sustainable Development Goals (SDGs), the National Development Plan (NDP) and the encompassing Vision 2040.

The University thereby recognizes the following community engagement outputs:

- a. Participatory action research such as co-development of research methodologies with the community,
- b. Expert advice,
- c. Academic journal publications,
- d. Conference presentations,
- e. Factsheets,
- f. Cross-translation of research output and learning materials,
- g. Disseminating research results in various languages,
- h. Policy briefs,

- i. Lifelong learning,
- j. Workshops, Exhibitions and shows
- k. Training for community members,
- l. Short learning tailor made programmes addressing community needs,
- m. Newsletters,
- n. Reports,
- o. Popular publications,
- p. Public lectures,
- q. Innovation and technology transfer to communities,
- r. Curriculum development.

4.1 Extension

University staff and students jointly perform professional work, aimed at offering practical solutions to challenges and for system improvements, in communities.

4.2 Teaching and Training Activities

The University provides opportunities for continuing education and distance education to non-traditional students through professionally-oriented short courses, workshops, seminars and through instructional technologies.

4.3 Service Learning

Involves engaging students in community services and other activities as part of their teaching and learning in order to enrich the learning experience.

4.4 Clinical Work

This is the use of training clinics for students to provide health education, diagnostic services, consultation and therapy to the community.

4.5 Consultancies

This is the provision of expert knowledge by the university staff to both public and private organizations for a fee.

4.6 Membership to Boards and Committees of Public and Private Institutions

A member of university staff may be appointed by the state, private institution or religious establishment to a board or committee through the university or directly.

4.7 Other Outreach Activities

These are exhibitions, performances and presentations open to the Public to enhance the overall quality of life of the community.

5. 0 BENEFITS OF OUTREACH

Outreach benefits the University, community, staff and students. The University benefits through the following:

- i. Enriches the core activities of the University because it enhances teaching, research, creative work and service to society.
- ii. Provides learning opportunities to University staff and students
- iii. Focuses University's resources and expertise to address societal issues and problems in a coherent way.
- iv. Helps produce community minded graduates who are well prepared to take up and solve the complex problems of society.
- v. Enhances regular dissemination of applied knowledge.
- vi. Improves on the University's global ranking.
- vii. Markets University services.
- viii. Introduces University staff and students to creative approaches to learning and research.
- ix. Helps the University track outcomes of interventions.

The community benefits from outreach in the following ways:

- i. Increases its capacity to address important social, economic and cultural issues.
- ii. Helps in determining and prioritising community needs.
- iii. Creates learning opportunities.
- iv. Provides services to the community.
- v. Informs and educates the community.
- vi. Creates community awareness.
- vii. Students' involvements create opportunity for building future community leaders.

University staff benefit from outreach in the following ways:

- i. Provides new information that reflects real life experiences for publications.
- ii. Gathers data for future research work and for teaching.
- iii. Improves collaboration with external groups.
- iv. Provides opportunities for professional practice.
- v. Provides opportunities for making new research discoveries useful to society.
- vi. Enables better understanding of the direct consequences of teaching and research to society.
- vii. Provides avenues to raise financial resources for research and teaching.
- viii. Benefits from promotion and salary increment.
- ix. Improves communication competences and media relations.

University students benefit from outreach in the following ways:

- i. Link teaching and learning to professional responsibilities, patriotism and community wellbeing.
- ii. Increases motivation to study and do research.
- iii. Enriches teaching and learning.
- iv. Provides opportunities to interact with communities and prepare for the world outside University setting.
- v. Helps apply learning in community contexts.
- vi. Provides access to various kinds of learning opportunities outside

- the University.
- vii. Provides opportunities for personal, interpersonal and leadership development.

6.0 OUTREACH PLANNING, IMPLEMENTATION AND EVALUATION

Policy Statement

Careful planning for outreach with outline clear steps for the implementation and evaluation of outreach activities is essential.

Implementation Strategies

Every department shall adopt a standard programme planning and evaluation protocol for outreach.

6.1 Outreach Process

Faculties/ Departments/ Units should follow the process below when conducting or carrying out outreach activities:

- i. The faculty shall work out an outreach plan.
- ii. The each faculty/departments shall develop a clear problem identification method, and specific criteria to select the communities to work with.
- iii. Each department shall conduct a situational analysis and identify the key problems of each community they intend to serve
- iv. Shall develop a costed work plan
- v. The university shall encourage staff to conduct outreach activities at a personal level, with relevant resources where possible.
- vi. Department/ Unit develop a work plan that prioritizes outreach in line with the University's Strategic Plan.
- vii. Department/ Unit budgets for outreach activities.
- viii. Department/ Unit forms an Outreach Committee.
- ix. Faculty establishes quality measures for the comparative evaluation of Departmental/ Unit outreach activities and their accomplishments.

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- x. Department/ Unit Outreach Committee initiates or receives invitation (from an external party) to conduct or carry out outreach.
- xi. Department/ Unit Outreach Committee prepares an outreach proposal, indicating the community to be served, outreach relevance or significance, consistency with University's values and the community's interest, outreach objectives, potential impacts, outreach methodology, outreach activities, schedule, budget, skills and expertise available, other resources available, how results will be measured and monitored, roles of the parties, marketing and public relations plan, etc.
- xii. Faculty vets the outreach proposal within two (2) weeks and either approves or does not approve the outreach activity.
- xiii. If the Faculty does not approve the outreach activity, the Department/ Unit terminates its plan and informs the concerned party.
- xiv. If the Faculty approves the outreach activity the Department/ Unit informs the concerned party and then prepares and implements the outreach activity.
- xv. The First Deputy Vice Chancellor shall monitor the progress of the outreach implementation.
- xvi. The Faculty assesses the outreach activities and their accomplishments and submits a Post Outreach Activity Report (POAR) to the Vice Chancellor one (1) week after the implementation of the outreach.
- xvii. The Academic Affairs and Library Committee of Senate reviews the POAR (Definition).
- xviii. The Office of the Public Relations Officer assists the Faculty to market its outreach activities and their accomplishments.

6.1.1. Consultancy Services

The consultancy services shall be guided by the consultancy policy.

- i. For consultancies, official requests shall be coordinated by the Office of the Vice Chancellor.
- ii. The first deputy vice chancellor shall consult the relevant

university unit and finally appoint the relevant unit to handle the consultancy.

- iii. If only one department is involved in the consultancy, all aspects of the consultancy shall be agreed in the department meeting where names of participants in the consultancy shall be nominated and approved, then sent to the DVC for appointment.
- iv. In an event two university units are involved; the DVC shall coordinate the formation of the consulting team with consultation of the relevant units.
- v. A University unit that receives a request for consultancy shall inform the office of the DVC and will therefore be guided by this policy.
- vi. Individual consultancies by the university staff are highly encouraged as long as they don't negatively impact on the image of any university unit and the university as a whole.

6.2 Outreach Monitoring and Evaluation

Each faculty/department shall develop a monitoring and evaluation strategy. Outreach evaluation shall consider the following key performance indicators:

- i. Benefits to the parties.
- ii. Capacity building aspects.
- iii. University-Community relations and level of collaboration.
- iv. Impacts to the community.
- v. Quality of any resulting change.
- vi. Quality of products or services delivered.
- vii. Level of use of University's resources.
- viii. Scholarly component.
- ix. Level of commitment of the Department/ Unit.
- x. Outreach significance and appropriateness.
- xi. Staff expertise and ability to demonstrate scholarly excellence through outreach.
- xii. Outreach programme delivery techniques and approaches.
- xiii. Collaborative activities for interdisciplinary teams.

- xiv. Recognised professional achievements.
- xv. Transferability of activities to other communities

7.0 COLLABORATIONS AND PARTNERSHIPS

- i. Busitema University shall collaborate with, and complement, government and other collaborators providing Outreach services.
- ii. Where necessary, the University shall sign a Memorandum of Understanding with its collaborators in the provision of Outreach services.

8.0 OWNERSHIP OF PROJECT EQUIPMENT AND FACILITIES

- i. All facilities, equipment or machinery acquired for Outreach shall be registered in the name of Busitema University.
- ii. At the conclusion of the project, any facility, equipment or machinery of a permanent nature acquired through Outreach activities shall remain the property of Busitema University unless otherwise stated in a Memorandum of Understanding or the Project/Activity Agreement.

9.0 SHARING OF BENEFITS

Benefits arising from Outreach shall be shared in accordance with the rates approved by the University Council.

10.0 INTELLECTUAL PROPERTY RIGHTS

Ownership of all Intellectual Property Rights arising from Outreach activities shall be governed by the respective university policy.

11.0 MEDICAL INDEMNITY

- i. In case of injury, costs towards medication will be met with respect to the university medical guidelines.
- ii. Non-University Outreach collaborators shall provide their own medical cover.

- iii. The University shall not take responsibility for any injury or harm affecting non-university staff arising from joint Outreach projects/activities.

12.0 OUTREACH CODE OF ETHICS AND INTERGRITY

- i. Outreach shall be conducted in an open and transparent manner.
- ii. All Outreach personnel shall be expected to observe high ethical standards.
- iii. Outreach personnel shall ensure that all Extension and Outreach property under their care is adequately protected.
- iv. Respect of gender, religion, and culture shall be upheld by all Outreach personnel and their collaborators.
- v. Outreach personnel shall work in a manner that maintains their integrity, confidence and professionalism.
- vi. Outreach personnel shall respect the rights of others by refraining from disruptive, threatening, intimidating, harassing or harmful behavior to themselves or other person(s) or property.

13.0 IMPLEMENTATION OF THE POLICY

This policy shall be implemented with effect from the date of its approval by the Busitema University Council.

14.0 QUALITY ASSURANCE AND ETHICAL ISSUES

The provision of outreach services and activities shall be guided by the university Quality Assurance policy.

15.0 REVIEW AND REVISION OF THE POLICY

The review and revision of this policy shall be done as and when need arises

Signature

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