

Standard 11: Institutional Relationships with the Community

Contributing to the community must be recognized as an important institutional responsibility. Facilities and services must be made available to assist with community developments, teaching and other staff must be encouraged to be involved in the community and information about the institution and its activities made known to the community through public media and other appropriate mechanisms. Community perceptions of the institution must be monitored and appropriate strategies adopted to improve understanding and enhance its reputation.

For the purposes of this standard contributions to the community should include services and activities to assist individuals, organizations or communities outside the institution (i.e. they would not include such things as financial assistance or extracurricular activities for enrolled students or the provision of academic programs leading to qualifications) but could include participation in research or development projects, and community education programs provided without cost, or for which charges are made.

Main components of this standard:

11.1 Institutional Policies on Community Relationships

11.2 Interactions with the Community

11.3 Institutional Reputation

Comment and General Description of Good Practice

As influential members of the community institutions should recognize an obligation shared with other community members to cooperate for mutual benefit. However the responsibility of post secondary institutions goes well beyond that general obligation. By their nature they are service organizations whose central responsibility is to provide educational services that are required. In most cases they are established or approved to operate because that service is recognized as being needed in the community. Many receive substantial government support, which is a community contribution to their activities, either directly or through financial support for students.

The mission of an institution should make clear the nature of its contribution to the communities it is intended to serve and should be developed following an analysis of the needs of those communities and the capacity of the institution to respond.

Higher education institutions have special capacity to contribute because of the skills of their staff in a number of different occupational or professional fields and academic disciplines, and because of the facilities they have for teaching, research and cultural activities. As a result it is common for them to provide for community access to cultural activities, to establish clinics or services for the benefit of the community, to develop research or consultancy programs focusing on requirements of local communities, and to encourage staff to take an active role in aspects of community life that are relevant to their special expertise. The role of higher education institutions in providing assistance and support to other education institutions

including schools can be extremely important to those other institutions, as well as providing benefits to the higher education institution itself by improving its capacity to attract high quality students.

A higher education institution should clearly identify its potential contributions to the community, provide for those contributions in appropriate ways in its mission, develop institutional policies and strategies for response, and monitor and report on what is done.

While the geographic region surrounding an institution is particularly significant, the concept of community should be interpreted broadly, to include the academic and professional communities with which it interacts, locally, nationally, and internationally. Contributions to these communities are all important, and as is the case for the local general community, effective interaction has significant benefits for the institution as well.

Institutions should ensure that their activities and services are widely publicized and understood and valued by the community, and that their reputation is enhanced. The reputation of the institution is a vital factor in attracting and retaining high quality students and staff, seeking endowments, attracting research projects and funding, and in ensuring community support. It is also important in establishing and maintaining the public credibility of the qualifications that students receive.

Evidence and Performance Indicators

Evidence about quality of community relationships can be obtained from documents describing policies on service to the community, criteria for staff evaluation and promotion that include community contributions, and guidelines and processes for community media releases and other public comments on behalf of the institution. Reports on community relationships that include such matters as community use of institutional facilities, participation of staff on community committees or development projects, and interactions with schools and other agencies can provide relevant information. The extent of community service activity, including formal courses and other services provided by departments or individuals throughout the institution should be documented and retained in a central data system. Community views about the quality of the institution and its standing as a respected member of the community can be obtained from surveys.

A number of these forms of evidence include ratings that can be used directly as performance indicators. However in this area in particular the mission of the institution and the community within which it operates is important in deciding what aspects of performance should be closely monitored.

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The scales below ask you to indicate whether these practices are followed in your institution and to show how well this is done. Wherever possible evaluations should be based on valid evidence and interpretations supported by independent opinions.

Good Practices Relating to This Standard

11.1 Institutional Policies on Community Relationships

The institution's commitment to service to the community must be clearly specified, clear in its nature and scope, supported by policies to encourage involvement, and regular reports should be prepared on activities that take place.

**Is this true?
Y/No/NA** **How well
is this
done?
(enter stars)**

11.1.1 The service commitment of the institution is relevant to the community or communities within which it operates and included in its mission.

Y

11.1.2 Policies on the service role of the institution are formally established by the governing body and supported in decisions made by senior administrators.

Y

11.1.3 Annual reports are prepared on the institution's service contributions to the community.

Y

11.1.3 Promotion criteria and staff assessments include contributions made to the community.

Y

11.1.4 Websites providing details of institutional structures and activities, including news items of potential interest to potential students and members of the wider community, are provided and kept up to date.

Overall Assessment

Comment **PMU is fully integrated and governed by members of its community. PMU operation is completely focused on community service.**

Priorities for Improvement **Increase utilization of facilities of Prince Mohammad bin Fahd Program for Youth Development. English Language Institute will improve enrollment over the next year 2012/2013 and more continuing education programs will be introduced. At least three continuing education programs will be introduced per academic year.**

Independent Opinion

Comment

There are established policies on community relations and numerous examples of existing and effective community interactions and collaborations exist.

11.2 Interactions With the Community

Relationships should be established with the community to provide services, drawing on the skills and resources available in the institution, and community expertise should be drawn upon when appropriate in strengthening the institution and its programs.

11.2.1 Teaching and other staff are encouraged to participate in forums in which significant community issues are discussed.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.2 The institution encourages its colleges and departments to cooperate in the establishment of community support or professional service agencies relevant to the needs of the community, drawing on the expertise of staff members.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.3 The institution provides a range of community education courses in areas of interest and need.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.4 Strong positive relationships are established with local industries and employers to assist program delivery. (These may include, for example, placement of students for work-study programs, part time employment opportunities, and identification of issues for analysis in student project activities.)	<input type="checkbox"/>	<input type="checkbox"/>
11.2.5 Local employers and members of professions are invited to join appropriate advisory committees considering programs and other institutional activities.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.6 The institution maintains continuing contact with schools in the region, offering assistance and support in areas of specialization, providing information about programs and activities at the institution and subsequent career opportunities for graduates, and arranging enrichment activities for students at the schools.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.7 Regular contact is maintained with alumni, keeping them informed about institutional developments, inviting their participation in activities, and encouraging their financial and other support for new developments.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.8 Opportunities are taken to seek funding support from individuals and organizations in the community for research and other developments in the institution.	<input type="checkbox"/>	<input type="checkbox"/>
11.2.9 A central data base is maintained in which records are maintained of community services undertaken by individuals and organizations throughout the institution	<input type="checkbox"/>	<input type="checkbox"/>

Overall Assessment

Comment English Language Institute/Dammam, PMPYD/Dammam and PMU in-house continuing education are some of many community service programs hosted by PMU. Newly established although Student Affairs and entrepreneurship program is to name a few.

Priorities for Improvement Public Relations departments' has data on community service, many academic departments are engaged in community service a more centralized system to capture community service data is needed by end of year 1012/2013.

Independent Opinion

Comment

Existing interactions with the community are many and varied. Among these are student internships in local companies, faculty research collaborations, evening courses for employees of local companies, on campus training sessions in the Learning Resource Center, membership in local professional societies and on-campus colloquia.

11.3 Institutional Reputation

The reputation of the institution in the community must be monitored and enhanced through provision of reliable and accurate information about its activities.

11.3.1 A comprehensive strategy for monitoring and improving the reputation of the institution in the local and other relevant communities is developed and implemented.

Y

11.3.2 Clear guidelines are established for public comments on behalf of the institution, normally restricting such comments to the Rector or Dean or a media office responsible to the Rector or Dean.

Y

11.3.3 Guidelines are established for public comments on community issues by members of staff, where such comments could be associated with the institution.

Y

11.3.4 An institutional media office manages media communications, seeks information about activities of the institution of potential interest, and arranges for publication.

Y

11.3.5 Community views of the institution and its activities are systematically investigated and analyzed, and strategies developed for improving perceptions.

Y

11.3.6 If issues or concerns about operational issues are raised in public forums these are dealt with immediately and objectively by the Rector or Dean or other designated senior member of faculty or staff.

Y

Overall Assessment

Comment PMU reputation is growing as a leading university in the

region. PMU public & media guidelines are well established. The university hosts a well managed media & public relations units that are well integrated to capture community related issues and concerns.

Priorities for Improvement **PMU build faculty critical mass body, the opportunities for more faculty involvement in community service is expected to improve (double) by next year 2012/2013.**



Independent Opinion

Comment

PMU Media Relations are well managed and provide effective representation of the university to the Eastern Province and beyond.

Overall Assessment of Institutional Relationships with the Community

11.1 Institutional Policies on Community Relationships	*****
11.2 Interactions With the Community	*****
11.3 Institutional Reputation	*****
Combined Assessment	*****

Comment **PMU community service and relation with its community is the backbone of its operation. PMU excellence & unique programs are tailored to serve community and to respond to emerging needs of its constituents.**

Independent Opinion

Comment

Existing community relationships seem to be strong and varied and are clearly valued by PMU and the community of the Eastern Province.

Indicators Considered

Priorities for Improvement **PMU build faculty critical mass body, the opportunities for more faculty involvement in community service is expected to improve (double) by next year 2012/2013.**



PRINCE MOHAMMAD BIN FAHD UNIVERSITY
Division of Student Affairs

SAMPLE DESCRIPTION OF COMMUNITY SERVICE EVENTS

- **Student Wellness Day at PMU**

The inaugural *PMU Wellness Day* was held on *Sunday, 8 April, from 9:00AM to 2:00PM*. Run in collaboration with the Saudi ARAMCO Wellness Group, this event was held on the Male Campus in the main atrium area. On display was a number of booths including the PMU Wellness Clinic, PMU Wellness Club, smoking cessation, office ergonomics, car ergonomics, stress management, and interactive Wii Sports. This is a great opportunity to learn more about the importance of adopting a healthy lifestyle.

- **Diabetes Mellitus**

Is a one-hour lecture entitled, *Diabetes Mellitus*, presented by **Mr. Ahmad Al-Momani** last *March 20, 2012, 1:00PM to 2:00PM* at the PMU Male Campus Lecture Hall, in cooperation with the Division of Student Affairs and Department of Health Care & Counseling.

- **17th Annual Charity Run to Promoting Organ Donation – Al Khobar, K.S.A.**

The sky was gray, the wind and sand were howling but this did not deter the **PMU Running Team** from participating in the *17th Annual Charity Run Promoting Organ Donations* held last *15th of March 2012* at the *Corniche, Al Khobar*. More than 20 participants from *PMU Students, Staff and Faculty* joined forces to run the 5K distance in support of this Charity event and to represent PMU. All finished and contributed to this historical race with 10,000 other runners. Special thanks go out to the department of Campus Life for the outstanding organization and continuous motivation to participate. As well big thanks to **Dr. Bruce Wells** and **Dr. Hachemi Benaoum** for their added support and encouragement to our student.

- **CPR Short Course Training**

Last *February 27, 2012*, the *Department of Health and Counseling (Student Affairs)* conducted a short course CPR training among students. **Mr. Ahmed Aref Mohammad Al-Momani** performed the new CPR guidelines approved by the American Heart Association. The PMU healthcare team believes that teaching basic CPR skills to students, staffs, and faculty is the right way to protect them; for when faced with a road accident or a heart attack, the ability to act quickly and appropriately is very crucial. In addition, PMU strives to improve PMU healthcare

standards. Although few participants attended the said training, PMU healthcare team is looking forward for more attendees in the next CPR course training, scheduled very soon. Question and answer from the students followed the presentation.

- **HEART ATTACK Lecture**

The *Department of Health and Counseling (Student Affairs)* conducted a one hour lecture entitled “**HEART ATTACK**” presented by **Mr. Ahmed Aref Mohammad Al-Momani** last 26th February 2012. The lecture presents the latest information on heart attack treatment and prevention through one-on-one interaction with the lecturer and PowerPoint slides. Going through a heart attack can be a harrowing experience. With symptoms ranging from heart palpitations, cold sweats, fatigue, and anxiety: a heart attack is downright frightening with 40% of sufferers not surviving the episode. Survivors must make long term lifestyle changes immediately or risk another. Dr. Bruce Wells also stresses in establishing a wellness program, in which students are advised to have exercises twice every week, such as no elevator for this week so students are forced to use the stairs, jog around the campus, and start a light fitness program. A Q&A session was followed by the presentation and healthy refreshments were served.

- **PMU Community Service!**

Spring semester 2011 has been full of activity for the Division of Student Affairs, endeavoring as always to secure a lively and productive campus life for PMU students. Under this supervision the Departments of Campus Life and Health Care and Counseling collaborated with Dr. Abdul Qader Alqadoosi and PMU students to organize a community service exercise not seen before, last May 3, 2011. PMU students exercised their willingness to promote health and cleanliness on campus. Armed with cleaning tools, they cleaned the inside and outside walkways, planted trees and flowers, and encouraged PMU students to stop smoking. In addition, security officers and janitors were offered gifts and meals in appreciation and gratitude for all their hard work and support. Many thank to Dr. Abdul Qader and his students, the department of Engineering, and Auxiliary Services whose cooperation and contribution in the success of this event was highly appreciated. On a final note, we hope that such activities will be repeated and supported by the PMU community in the future.

- **Blood Donation Campaign**

Under the direction of Student Affairs, the Department of Health & Counseling with the coordination of *Dr. Eman Al Sheik, Director of Laboratories and Blood Bank at King Fahd Hospital* launched the Blood Donation Campaign on *March 1, 2011* for the Male Campus and *March 2, 2011* for the Female Campus. A team of 13 members comprised of doctors and nurses came to support this campaign. “A

Drop of Blood, Save Thousand of Life” is the essence of this campaign. Many students, faculty, and staff (*47 male & 37 female*) turned up for the four-hour blood campaign that took place in the clinic and the team of staff nurses checked the donors’ weight, height, and blood pressure. The donors were given light refreshment, water, and juices. The Blood Donation Campaign served as part of the university continuous effort to assist the larger community of the Eastern Province in replenishing the stock levels and help the sick. **Dr. Mohammad Qadri**, PMU clinic manager noted that the response to the blood donation campaign was great and with no significant problems, and it was an encouraging sign for us. Moreover, the Division of Student Affairs along with the Health & Counseling Department thanked the effort of King Fahd Hospital for aiding PMU in this campaign.

COMMUNITY SERVICE EVENTS ORGANIZED BY PMU (MALE/FEMALE)

NO	EVENTS/SERVICES	MALE CAMPUS	FEMALE CAMPUS	COMMENTS
1	Water is our life (environment competition)	April 23, 2012		
2	Student Wellness day at PMU	April 8, 2012		
3	Diabets Mellitus	March 20, 2012		DONE
4	17th Annual Charity Run to Promoting Organ Donation: (for the last 3 consecutive years)	March 16, 2012		DONE
5	Traffic week	March 11-15, 2012		DONE
6	Charity Run 2011: Traffic Safety Awareness Campaign	March 10, 2012		DONE
7	Partnership between PMU and "Binaa" orphans association	March 2012		DONE
8	CPR short course training	February 27, 2012		DONE
9	Fire Drill training:	February 14, 2012		DONE
10	Awareness driving lecture	May 3, 2011		DONE
11	PMU Community Service day	May 3, 2011		DONE
12	Anti smoking campaign	April 3, 2011		DONE
13	Immunization lecture	April 2, 2011		DONE
14	Special needs day:	December 19, 2011		DONE

NO	EVENTS/SERVICES	MALE CAMPUS	FEMALE CAMPUS	COMMENTS
15	World Diabetes Day	November 14, 2010		DONE
16	Lung health day	October 26, 2010		DONE
17	World health day: Being Healthy for Sport lecture	April 7, 2010		DONE
18	Charity Run 2010: Supporting Volunteerism	March 18, 2010	December 20, 2011	DONE
19	Annual Blood Donation Campaign:	March 8, 2010	December 5, 2011	DONE
20	Beach Cleaning campaign: "For a better environment"	June 2008		DONE
21	Healthy Life Style		March 5, 2012	DONE
22	Green Day –Students Trip to ARAMCO Beach		May 2012	
23	Down Syndrome		April 2012	
24	Green Day – ARAMCO Awareness Presentation		April 2012	
25	Wellness Program – Carlton Nutrition Centre.		April 2012	
26	Traffic Lecture		March 13, 2012	DONE
27	Recycling Campaign		March 2012	
28	Art for a cause (Prince Mohammad Program for Youth Leadership "My Art My Distribution Competition ")		February 14, 2012	DONE
29	Think Pink " Breast Cancer Awareness "		October 16, 2011	DONE

TOTAL EVENTS

20

11