Stakeholder Engagement Policy

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Responsibility: Director of Public Relations & Communications	Date Last Reviewed: September 2016
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Purpose

UCOL's vision is to *inspire students, businesses and communities to prosper, grow and innovate.* The positive impact key stakeholders have in assisting UCOL with this Vision is a driving force behind UCOL's Stakeholder Engagement Framework 2015 – 2018.

UCOL is committed to establishing and maintaining excellent stakeholder engagement that aligns UCOL's business and programmes to industry needs. Engagement with key stakeholders is critical to student outcomes including employment outcomes, informing our programme portfolio and design, and enabling access to relevant work experience and work integrated learning.

UCOL has a strategic goal to work collaboratively with key stakeholders to find unique solutions and mutually beneficial outcomes. Thus UCOL has developed a Stakeholder Engagement Framework, 2015 – 2018, which presents a broad structure through which to understand the context and scope of stakeholder engagement across UCOL. With this framework, engagement will be better coordinated and embedded in the organisation and its strategic direction.

Evidence of engagement with stakeholders is an NZQA requirement for approval, accreditation, the on-going monitoring of qualifications and capability in self-assessment initiatives. Feedback from stakeholders, including students, informs responses to Key Evaluative Questions during self-assessment processes.

This policy provides the framework for ensuring regular engagement with all stakeholders. Policies for engagement with specific groups provide further guidance; for example Tangata Whenua, industry and employers, schools, communities, local and central government, tertiary sector, UCOL staff, students and graduates/alumni.

Scope

This policy applies UCOL wide.

Responsibility

The Director of Communications & Public Relations has overall responsibility for Stakeholder Engagement Policy.

Policy Statements

1. UCOL's four levels of engagement framework guides interactions with stakeholders:

- Inform. To provide stakeholders with balanced and objective information to assist with understanding the issue, alternatives, opportunities and/or solutions.

- Consult. To obtain stakeholder feedback on analysis, alternatives and/or decisions.

- Collaborate. To work directly with stakeholders through a process to ensure concerns and aspirations are consistently understood and considered.

- Partner. To partner with the stakeholder for each aspect of the decision including the development of alternatives and the identification of the preferred solution.

2. All engagements (formal or informal) with key stakeholders should be recorded in the Pātaka Kōrero (CRM) and the discussions and outcomes reported as required in the relevant engagement policy to the appropriate forum/committee.

Definitions

Consultation: Processes/activities by which input from relevant stakeholders (internal and external) is sought and taken into account.

Industry and Employers: have a key role in economic development, although they interact within the labour market in different ways. Industries are defined as those organisations and institutions that support employers through advocacy roles. They may include industry associations, regulators and ITOs. Employers, as a sub-set of industry, employ staff in job roles defined by the industry sector.

Tangata Whenua: the Māori people born of the land in the rohe in which UCOL operates.

Communities: Groups or networks of people linked by social ties, sharing common perspectives and participating in joint activities, with whom UCOL engages to enhance the development and delivery of qualifications, and to assist students to grow and prosper.

Campaign/Issue Based Consultation: Consultation consisting of a specific issue based approach, where relevant stakeholders are consulted to inform the planned academic or non-academic activities of the institution.

Related Documentation

- [UCOL Academic Statute](#)
- [UCOL Academic Quality Management System (AQMS)](#)
- [UCOL Stakeholder Engagement Framework 2015-2018](#)
- [UCOL's Strategic Story 2015-2018](#)
- [Tangata Whenua Engagement Policy](#)
- [Industry/Employer Engagement Policy](#)