



University Engagement

A Stepping-stone for the Society

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Stepping Stone

A Challenging step that is prudently and carefully taken

...but yet significant





University Engagement - Definitions

- *“**University-Community Engagement** describes the collaboration between higher education institutions and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.*

The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good”

The Carnegie Foundation for the Advancement of Teaching, 2005



University Engagement - Definitions

- *“**Outreach and engagement** occur when scholarship is applied directly for the public good and when the relationship between partners is reciprocal and mutually beneficial.”*

Michigan State University, Office of Outreach and Engagement

- *“**The publicly engaged institution** is fully committed to direct, two-way interaction with communities and other external constituencies through the development, exchange, and application of knowledge, information, and expertise for mutual benefit”*

American Association of State Colleges and Universities



The Missions of “Beyonds”

- Teaching - beyond classrooms and campuses
- Research - beyond laboratories
- Academic services - beyond the one-way interactions

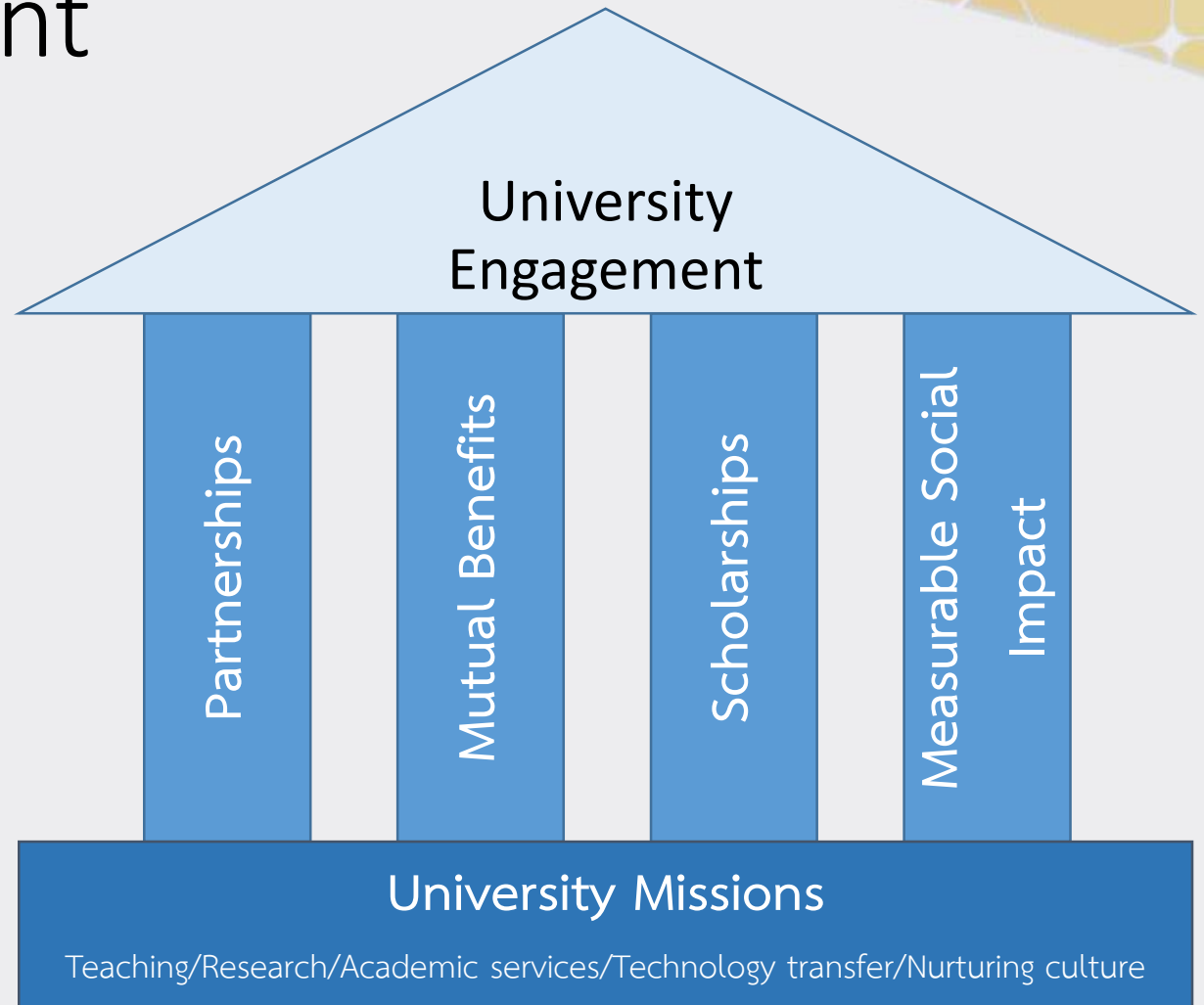
“University Engagement is not a new mission. In fact, it is a value set that is embedded in teaching, research and academic services.”



Rules of Engagement

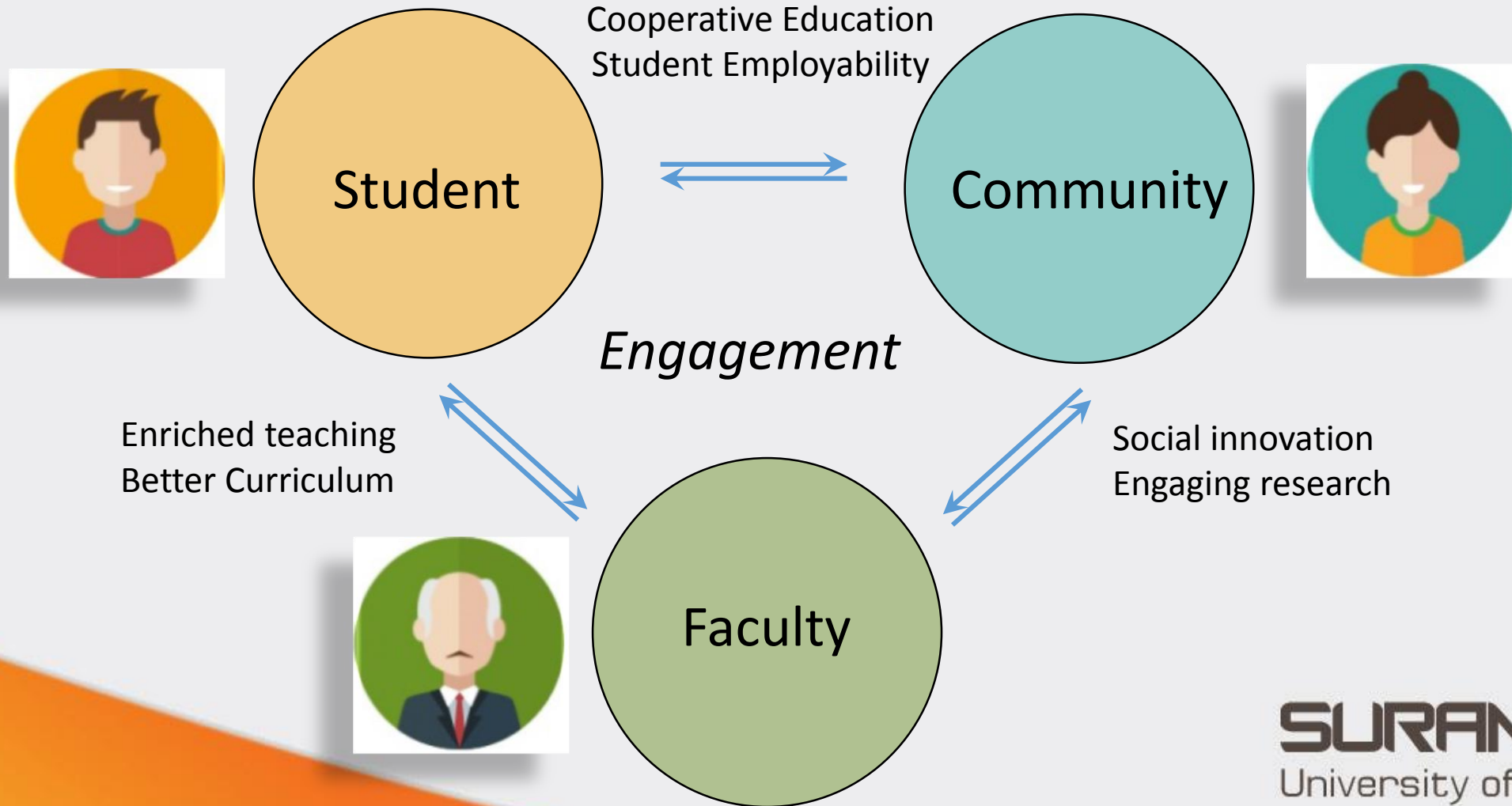
The Principles of Engagement

- *Partnership*
- *Mutual benefits*
- *Scholarship*
- *Measurable Social Impact*





Why are we engaged?



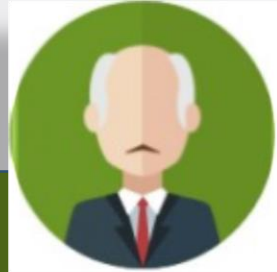


Why are we engaged?



Community

- Strengthened
- ST&I based startups
- Nurturing culture
- Social Enterprise



Faculty/Staff

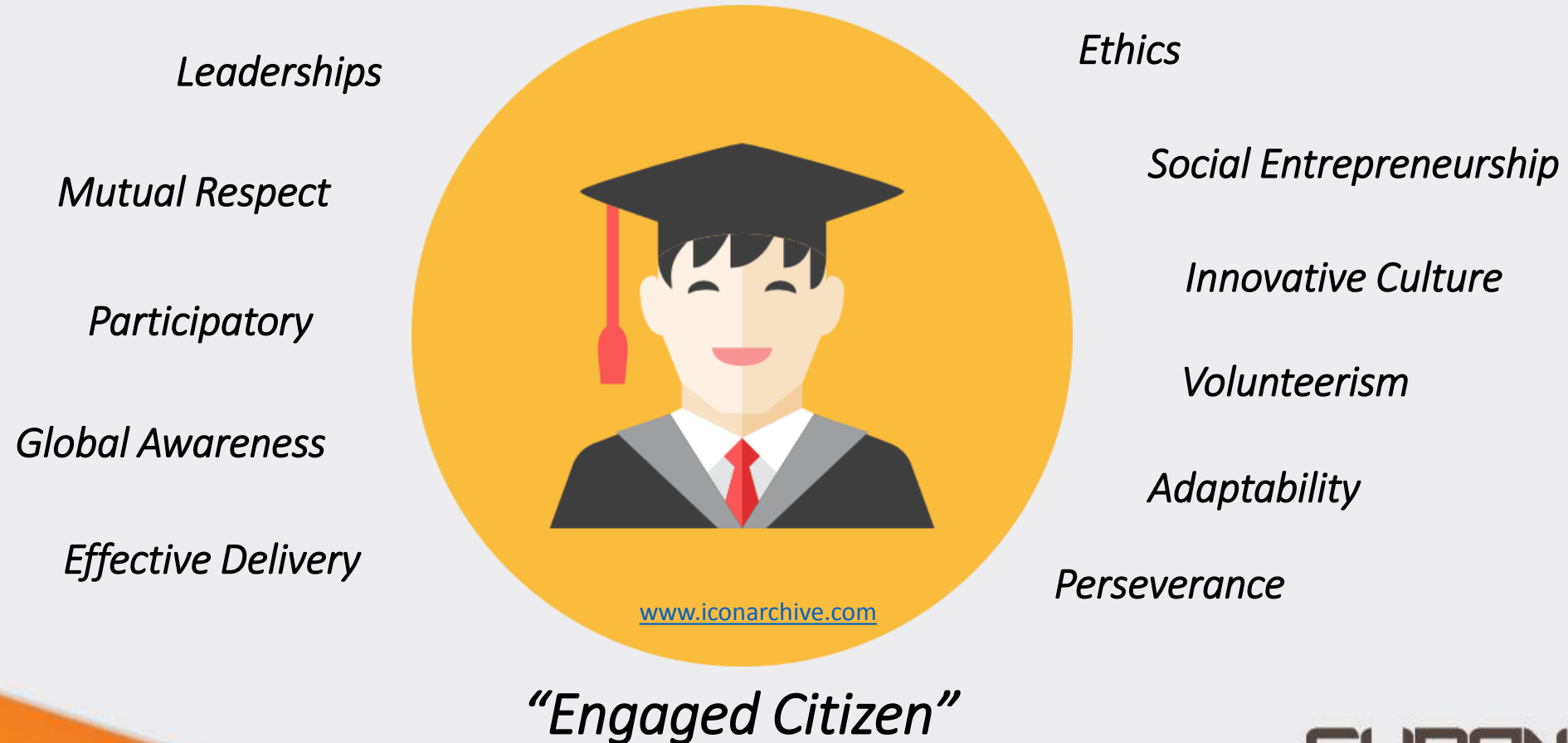
- Enriched teaching
- Meaningful research
- Social innovation
- Funds from private sector



Students

- Motivation
- Real world experience
- Scholarships
- Desired characteristics

Deliverable Characteristics





Classifications of engagement

- *Internal Engagement*
- *External Engagement*
 - *Industry Engagement*
 - *Community Engagement*
 - *Government Engagement*
- *International Engagement*
- *Alumni Engagement*





Key Strategies

Inputs

- Policy
- Infrastructure
- Budget
- Personnel

Activities

- Strategic plan/need analysis
- Mandatory courses or degree requirement
- Funding strategic research
- Academic rank/workload/reward

Outputs

- Student employability
- Industrial incomes
- Publications
- Patents
- Social innovations
- Etc.

Outcomes

- Academic reputation
- Research empowerment
- Engaged citizen

Impacts

- Sustainable society
- Well being



Engagement at SUT: EngageU



- *EngageU was found in 2015 as the Engagement Office of SUT*
- *Missions*
 - *To promote*
 - *To facilitate*
 - *To compile*





'Education is the most
powerful weapon we can use
to change the world.'

NELSON MANDELA