1.0 OBJECTIVES

1.1 Universidad De Manila recognizes the importance of building collaborative relationships with local stakeholders to enhance the university's impact and responsiveness to community needs.

1.2 This policy outlines the procedures for identifying and engaging local stakeholders external to the university, including government bodies, non-governmental organizations, industry partners, local communities, and other relevant groups.

1.3 The goal is to foster mutually beneficial relationships that support community development, knowledge sharing, and resource mobilization.

2.0 SCOPE (COVERAGE OF PROCEDURE)

This procedure applies to all departments, colleges, and centers at Universidad De Manila involved in external engagement activities, including academic collaborations, community outreach, research partnerships, and internship programs. It serves as a guideline for engaging with stakeholders external to the university and supports compliance with relevant national and local regulations.

3.0 POLICIES

4.0 **Identify Key Local Stakeholders**. Universidad De Manila will establish a systematic process for identifying stakeholders who have an interest in or influence on university programs, research initiatives, and community projects. Key stakeholders may include government agencies, local businesses, community organizations, educational institutions, and residents of the City of Manila.

5.0 **Build Collaborative Relationships**. The university aims to build constructive partnerships with stakeholders based on shared goals, transparency, and mutual benefit. Engagement activities are designed to address local priorities, enhance university research and teaching, and contribute positively to community well-being.

6.0 PROCEDURES

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7.0 The University Research, Extension, Linkages and International Linkages (URELIA) in coordination with the colleges shall implement the guidelines and procedures in identifying the stakeholders by:

7.1 Stakeholder Needs Assessment and Consultation Form

Responsibility		Activity
URELIA / College or Unit	1.	Conduct a needs assessment using surveys, community needs analysis, and consultations with local government units to identify community priorities and possible areas of collaboration.
URELIA / College or Unit	2.	Map and categorize stakeholders, including government and policymakers; community organizations and NGOs; business and industry partners; educational institutions; and local residents and community leaders.
URELIA	3.	Maintain and regularly update a stakeholder database containing contact details, interests, previous collaborations, and outcomes. Access shall be limited to authorized university personnel.

1.

7.2 Stakeholder Engagement, Monitoring, and Reporting

Responsibility		Activity
URISE / Concerned Unit	1.	Consult identified stakeholders through meetings, interviews, or roundtable discussions to determine needs, expectations, and potential cooperation.
Concerned Unit / Stakeholder	2.	Set clear engagement goals, expected outcomes, responsibilities, and timelines. Formalize partnerships through an MOU or agreement when appropriate.
URISE / Concerned Unit / Stakeholders	3.	Plan and implement activities collaboratively; provide regular updates; monitor and evaluate outcomes using project goals and stakeholder feedback; and acknowledge contributions where appropriate.

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8.0 LIST OF FORMS

8.1 Stakeholder Database / Stakeholder Mapping Register
8.2 Stakeholder Engagement, Monitoring, and Evaluation Report

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