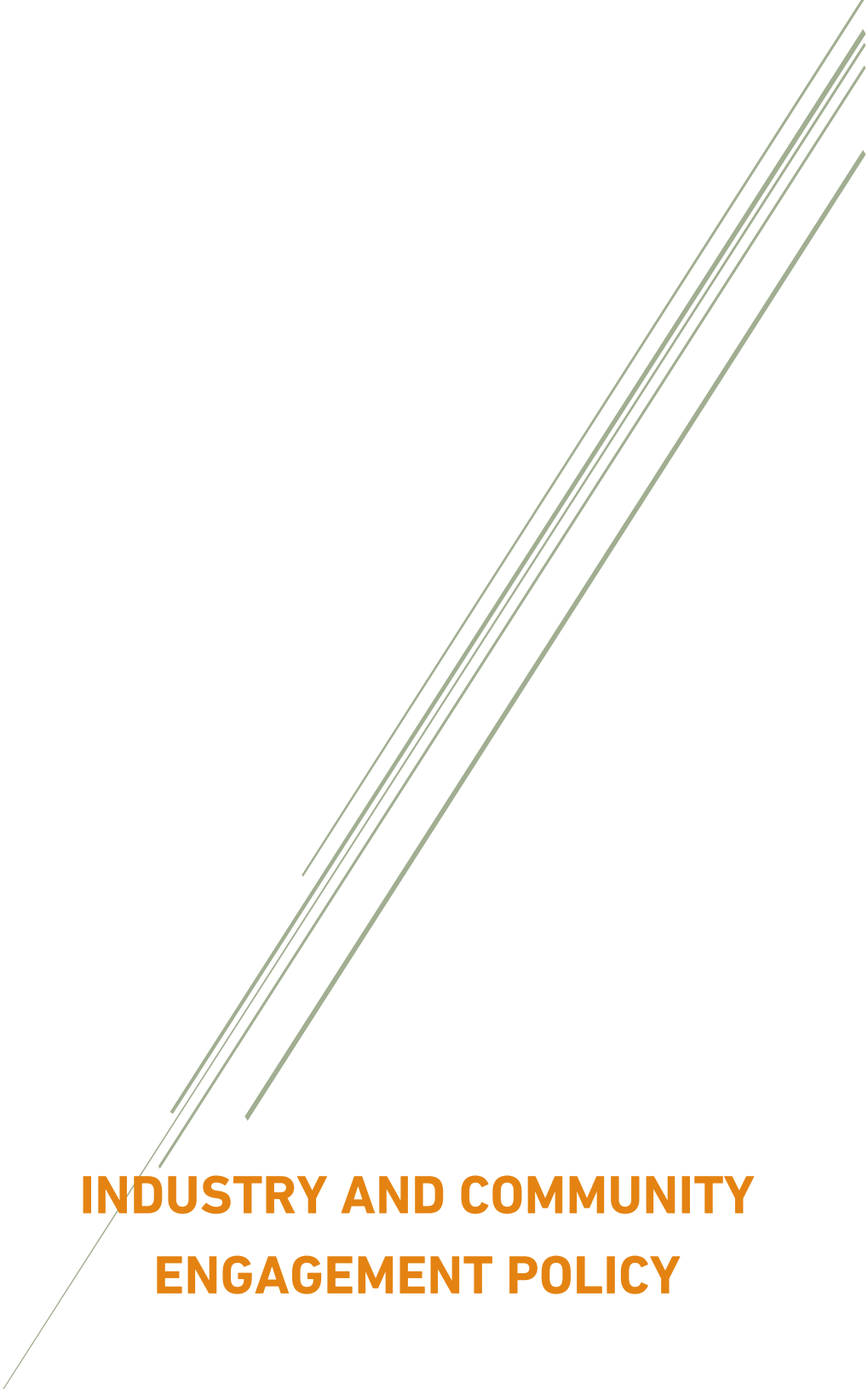




INDUSTRY AND COMMUNITY ENGAGEMENT POLICY

POLICY DETAILS			
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Lead Contact	Dr. Saad Al Jaberi (Engineering Department- Suhar Branch)		
E-mail Address	saad.aljaberi@utas.edu.om		
Contact Number	+968 94179368		

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Feedback And Amendments

Version No.	Date	Summary of Revisions or Feedback
v0.1	28-03-2024	First draft completed by UTAS-Suhar team
v0.2	23-04-2024	Linguistic amendments to the policy formulation, were incorporated, as proposed by UTAS-Al Mussanah. Faculty training based on department needs at industry and vice versa, aligning with the course outcomes was added, as proposed by UTAS-Nizwa. The following linguistic amendments to the policy formulation were implemented, as proposed by UTAS-Sur: • Research and Consultation System approved at the University. • In point 3, the sentence was replaced with the following: Raise awareness about the research and consulting activities at the university's branch and local community and relevant industries. • In point 6, the sentence was replaced with the following: Propose professional development programs for the university branch's employees and implement such programs in coordination with the competent entities.
v0.3	14-01-2025	The role of the Center for Continuing Education and Community Service in the Head Office was mentioned, as proposed by the DVC Academic Affairs.
v0.4	18-03-2026	Procedures were separated from the Policy. Policy statement was made broader to include different stakeholders Responsibilities were clarified. Sections 5.1 and 5.2 were rewritten for conciseness.

Plagiarism Verification

Version No.	Date	% Of Similarity	Remarks
v0.1	13-02-2025	3%	Turnitin

Proofreading

Version No.	Date	Proofread By:	Remarks
v0.1	20-03-2024	Mr. Slim Ourimi	English Teacher
v0.3	15-01-2025	Dr Saad Al Jaberi	Policy Team Member

SIGNATURE AND STAMP



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INDUSTRY AND COMMUNITY ENGAGEMENT POLICY

1. PURPOSE

This policy aims to establish the University of Technology and Applied Sciences (UTAS) strategic engagement with industry, professional bodies, other education providers, alumni, and the wider community at both national and international levels. It seeks to ensure that external engagement, research collaboration, and partnership activities contribute effectively to the University's educational, research, and societal missions, while enhancing academic relevance, promoting innovation, supporting benchmarking, improving graduate employability, strengthening research impact, and maintaining the University's active and credible institutional presence.

2. SCOPE

This policy is applicable to all staff members, all students at UTAS and all external stakeholders including community, industry partners, alumni, professional bodies, and other education providers at national and international levels.

3. POLICY STATEMENT

The University of Technology and Applied Sciences (UTAS) actively collaborates with industry, professional bodies, alumni, education providers, and the wider community to advance learning, research, innovation, and social impact. UTAS fosters partnerships for mutual benefit through initiatives such as curriculum feedback, on-the-job training, workshops, outreach, research collaboration, consultation services, and industrial visits. Staff and students are encouraged to integrate these partnerships into teaching and research to address development and sustainability challenges.

4. AUDIENCE, RESPONSIBILITIES AND DELEGATION

ROLES	RESPONSIBILITIES
Vice-Chancellor	Provides strategic leadership to ensure community and industry engagement aligns with UTAS's mission, vision, and national priorities. Champions and represent UTAS in high-level partnerships with industry, government, and community stakeholders at national and international levels. Oversee the effective implementation and monitoring of the Community and Industry Engagement Policy across the University. Promotes a culture of engagement and societal impact, ensuring integration of community and industry engagement into teaching, research, and innovation activities.
Deputies of the Vice-Chancellor of Academic Affairs	Provide strategic oversight and coordination of community and industry engagement within their portfolios in alignment with UTAS strategy and policy. Translate University-level engagement priorities into institution-wide frameworks, policies, and initiatives that support academic relevance, research impact, and societal contribution. Support and monitor the implementation of community and industry engagement activities across branches and units, ensuring consistency, quality, and effectiveness. Report to the Vice Chancellor on engagement outcomes, partnerships, and impact, and promote continuous improvement aligned with

	national and institutional priorities.
Assistant Vice-Chancellor and the Dean of Rustaq College of Education	Provide branch-level leadership to implement the University's Community and Industry Engagement Policy in alignment with UTAS strategy and priorities. Foster and oversee effective partnerships with local industry, public institutions, and community organizations to support academic, research, and societal impact. Ensures the integration of community and industry engagement activities into teaching, research, training, and consultancy at the branch level. Monitor, support, and report on engagement initiatives and outcomes to ensure quality, effectiveness, and continuous improvement.
Continuous Education and Community Service Department	Leads the implementation and ongoing development of continuous education and community service initiatives. These programs are shaped by stakeholder feedback to ensure they meet evolving community needs. Conducts surveys and field studies to assess and identify the specific needs of the community in relation to lifelong learning and service opportunities, ensuring the University's programs remain relevant and impactful. Encourages UTAS employees and students to participate in voluntary work, fostering a culture of community engagement and service within the College/Academy.

Training and Career Guidance Centre	Oversees communication and build strong relationships with industry partners, community organizations, and institutions involved in student training. Ensures effective coordination and collaboration to support ongoing career development and engagement opportunities for students.
Research and Consultation Department	Develops and oversee applied research and consultancy programs that address community needs and industry challenges Strengthens and utilize communication channels with relevant research, consultancy, community, and industry entities Collaborate with industrial and professional institutions to enhance the role of research and development in supporting emerging sectors, innovation, and applied solutions. Establishes strategic partnerships with the private sector to encourage investment in research and consultancy initiatives
Partnership and Entrepreneurship Department	Take proactive steps to strengthen entrepreneurship within the branch and the broader local community. Implements the entrepreneurship plan. Connects students to the entrepreneurship support network and equips them with essential skills for launching and managing start-ups, encouraging practical engagement beyond the University. Actively promotes an entrepreneurial culture and mindset among UTAS students, nurturing industry and community engagement through

	programs, initiatives, and collaborative opportunities.
Innovation and Technology Transfer Department	Leads and implements initiatives that support innovation development and technology transfer at the branch. Promotes and embed a culture of scientific research, innovation, entrepreneurship, intellectual property, and technology transfer among students, staff, industry partners, and the local community in coordination with other departments. Manages and protects the intellectual property portfolio of the branch, while facilitating collaboration and commercialization opportunities with partners from industrial and business sectors. Supports and fosters multidisciplinary innovative research and applied innovation solutions that address the needs and challenges of production, service, and emerging economic sectors.
Student Affairs Centre	Facilitates student engagement in both internal and external events to promote active involvement with the broader community and industry partners. Builds and sustains partnerships with organizations and institutions related to student affairs, enhancing collaborative opportunities and strengthening connections between UTAS students, the community, and industry stakeholders
Academic Departments	Engage with industry, professional bodies,

	employers, alumni, and community partners in different activities such as field projects, industrial visits, student project supervision, department professional development and others. Contribute to the design, review, and enhancement of curricula through systematic consultation with external stakeholders, ensuring alignment with labor market needs and national development priorities in coordination with the deans. Facilitate applied research, consultancy, and innovation activities in collaboration with community and industry partners to address real-world challenges and support societal and economic development. Encourages and support staff and student participation in community outreach initiatives, professional training, awareness programs, and capacity-building activities relevant to departmental disciplines.
Partnership and International Cooperation Department	Develop and nurture effective partnerships that support UTAS's community engagement initiatives, fosters industry collaboration, and strengthen ties with local, regional, and international stakeholders. Coordinates the preparation and execution of agreements and memoranda of understanding with industry, government, and community partners.

5. POLICY

The following policy principles underpin UTAS's approach to community and industry engagement, ensuring consistency, coherence, and alignment with institutional priorities. Guided by the University's vision and mission, these principles set out how UTAS engages with its stakeholders through diverse and meaningful avenues, fosters mutually beneficial partnerships, and contributes to sustainable development and societal well-being.

- All community engagement initiatives are guided by the University's vision and mission, ensuring alignment with institutional values and strategic objectives.
- The University will utilize diverse approaches to connect with the community, including teaching and learning, outreach activities, collaborative research, professional engagement, alumni relations, public events, and knowledge-sharing opportunities.
- Engagement methods are designed to promote mutually beneficial partnerships, ensuring that both UTAS and its stakeholders gain value from collaborative efforts.
- The University's community and industry engagement activities support sustainable development, contributing to the well-being and advancement of society.

UTAS will employ various approaches to engage with the community, using any combination of the following methods and others:

- **Teaching and Learning**
- **Research Based Engagement**
- **Innovation and Entrepreneurship Initiatives**
- **Community Outreach**

Teaching and Learning

- Engagement is promoted through initiatives such as industrial visits and on-the-job training to enhance students' practical skills and employability.
- Engagement also includes curricular and extracurricular activities that address societal issues, participate in competitions, and incorporate stakeholders' input, including professional bodies, other education providers, alumni and industry into program design and delivery.

Research Collaboration and Engagement

- UTAS fosters research collaboration with industry, academic institutions, government entities, and relevant partners by engaging in joint research initiatives/projects, fostering benchmarking activities, facilitating resource and expertise exchange, providing funding opportunities, consultancy services, and establishing memoranda of understanding (MoU).
- UTAS supports knowledge transfer and research impact in national and internal level through conferences, symposia, forums, workshops, and other academic activities that promote innovation, respond to national and industry needs and global trends, strengthen research capacity, and support academic and institutional development.

Innovation and Entrepreneurship Initiatives

- UTAS promotes innovation through incubation programs, courses on entrepreneurship, startup competitions, technology transfer activities, and collaborations with industry to establish students' companies and transform innovative ideas into viable business ventures.

Community Outreach

- This involves additional services offered by both staff and students to assist wider communities in need, particularly those in the local areas where the

University's branches are located.

- It serves as a mode of engagement and includes voluntary initiatives. Such efforts are driven by the needs of the community rather than directives from the university.

5.1 Definitions

5.1.1 Community: Refers to the external stakeholders with whom UTAS engages and collaborates. This includes local, national, and international stakeholders such as industry partners, professional bodies, government organizations, private sector, other educational institutions, alumni, and wider local community.

5.1.2 Community Engagement: Refers to the purposeful, collaborative interaction between UTAS and its external stakeholders to establish and sustain mutually beneficial relationships. These interactions may include partnerships, outreach activities, collaborative research, professional engagement, alumni relations, public events, and knowledge-sharing initiatives.

5.1.3 Memorandum of Understanding (MOU): This is an official document serving as an agreement that establishes the overall framework for cooperation between two parties. This document delineates the nature and objectives of each party involved, specifying the general areas of collaboration that may occur between them.

5.1.4 Voluntary Initiatives: This encompasses any voluntary effort or work undertaken by an individual without compensation, driven by the person's choice and willingness to contribute to community service and development.

5.1.5 Partnership: This describes the collaborative interaction between two or more entities with aligned visions, focused on achieving a shared objective

through the creation and execution of a collectively agreed- upon approach, all while preserving their individual identities and goals.

5.1.6 Social Responsibility: The University's commitment to sustainable practices to serve and develop the community, solve its problems, and meet its needs in accordance with specific regulatory frameworks and in coordination with the various sectors.

5.2 Other Pertinent Elements

All engagement and activities at UTAS are governed by this policy, and any related procedures or guidelines must align with its provisions.

6. REFERENCES

SN	Institution Name	Referenced Points
1.	University of Technology and Applied Sciences	Academic Regulations
2.		UTAS Vision and Mission
3.		UTAS Strategic Plan
4.		
5.	Oman Authority for Quality Assurance	Institutional Standards Assessment Manual (ISAM), 2024