

UAF OUTREACH POLICY

Preamble:

The University recognizes the importance of active engagement with its surrounding communities, stakeholders, and broader society to foster mutually beneficial relationships, promote knowledge exchange, and contribute to societal well-being. The University of Agriculture, Faisalabad aims to communicate its guiding principles, objectives, and strategies for effectively communicating with farmers, agribusinesses, legislators, educators, students, and the wider community through this outreach strategy. The aim of this policy document is to transform the outreach system of University of Agriculture Faisalabad (UAF) into a focused and goal-oriented program that prioritizes building strong relationships with farmers, policy makers, and other stakeholders.

Vision:

Bridging the gap between the University, local community, industry, and other stakeholders by providing access to research-based information and resources, and by fostering dialogue and collaboration between the stakeholders to ensure significant impact on agricultural sustainability, food security, and rural prosperity by combining the knowledge, resources, and enthusiasm of our faculty, staff, and students.

1. Objectives:

- Ensure that outreach efforts are inclusive, accessible, and responsive to the needs, interests, and priorities of diverse stakeholders, including underrepresented and marginalized communities.
- Conduct outreach activities with honesty, transparency, and respect for intellectual property rights, ethical standards, and cultural sensitivities.
- Foster partnerships, networks, and coalitions with external stakeholders to leverage complementary strengths, resources, and expertise in achieving shared goals and outcomes.

- Emphasize the measurable impact and outcomes of outreach initiatives in terms of knowledge dissemination, societal relevance, and community empowerment.
- Promote sustainable practices and solutions in outreach activities to minimize environmental impact, conserve resources, and promote resilience and long-term viability.
- Regularly assess, evaluate, and adapt outreach strategies, processes, and outcomes based on feedback, best practices, and lessons learned to enhance effectiveness and relevance.

2. Scope:

2.1 The policy covers a wide range of outreach activities, including but not limited to community engagement events, public lectures, workshops, seminars, conferences, folk festival (Mela), exhibitions, media relations, online platforms and social media campaigns.

2.2 Outreach efforts may target various audiences, including students, educators, policymakers, industry professionals, entrepreneurs, researchers, farming community, practitioners, community leaders, media representatives.

2.3 Outreach activities may involve different collaboration models, such as service learning, participatory research, field trials, capacity building, technology transfer, and knowledge mobilization.

3. Procedure for University Faculty for Outreach/ Community Engagement activities:

The outreach activities of UAF may be organized into following three main streams:

3.1 Field Outreach:

3.1.1. Outreach activities must be thrashed out with the consent of the concerned outreach committee and sent to the Director Outreach for seeking the approval from the Competent Authority and the Coordination Section, UAF shall be responsible for notification.

3.1.2. An interdisciplinary approach will preferably be followed while conducting outreach activities. All departments/institutes will prepare their tentative annual outreach activities calendar and submitted to Director outreach.

3.1.3. Post Graduate students will also be engaged in outreach activities.

3.2 Social Media and Digital Resources:

After the completion of the outreach activity the faculty member will send the outreach activity report to Principal Officer (PRP) through Director Outreach for wider dissemination on social media.

3.3 Community Events:

The Faculties will coordinate to organize periodic events across the Main campus, and sub-campus in collaboration with the stakeholders from public and private sectors.

- Spring Festival, Agricultural Expo, Dairy Expo, Kissan Mela etc.
- Crop-Specific Campaigns
- Animal production and protection campaign
- Tree Plantation Campaign
- Dengue Eradication
- Human Nutrition and Dietetics
- Cattle Shows and Competitions

4. Monitoring and Evaluation:

4.1 The Directorate of Outreach is responsible for coordinating and overseeing outreach activities in collaboration with relevant departments, centers, institutes, and other stakeholders.

- 4.2 For the effective implementation and sustainability of the Outreach Programs, the Directorate of Outreach will conduct continuous monitoring and evaluation.
- 4.3 The outreach committees will meet periodically and will present the progress of the outreach programs.
- 4.4 At Faculty level the respective committee will submit a brief report to the Directorate of Outreach.

5. Sustainability:

All efforts will be made to ensure economic, social and environmental sustainability while conducting the outreach activities.

- 5.1 To ensure financial/economic sustainability, the outreach events will be conducted in collaboration with the private sector, university alumni and concerned stakeholders.
- 5.2 For environmental sustainability, the measures will be taken to ensure waste management, efficient use of resources including reusing the material, eco-friendly transportation, and minimizing the use of such material that is detrimental to environment (plastic bottles etc.).
- 5.3 The energy efficient lighting will be used for all the outreach events.
- 5.4 Implement water-saving measures such as using refillable water stations instead of single-use plastic bottles. Encourage attendees to conserve water by providing educational materials.
- 5.5 For social sustainability, ensure that the event venue is accessible to people with disabilities. Create welcoming and inclusive atmosphere where all attendees feel valued and respected. Engage with local communities and stakeholders throughout the event planning process. Seek input and feedback from community members to ensure that the event meets their needs and priorities.

- 5.6 Respect and promote the cultural traditions, customs, and practices of the communities.

6. Compliance and Ethics:

- 6.1 Ensure that outreach activities comply with applicable laws, regulations, policies, and ethical standards governing public engagement, research ethics, data privacy, intellectual property rights, and conflict of interest.
- 6.2 Address ethical considerations such as informed consent, confidentiality, privacy protection, cultural sensitivity, and respect for diversity and inclusion in conducting outreach activities.

7. Communication and Promotion:

- 7.1.1 Develop and implement a comprehensive communication strategy to promote outreach activities, raise awareness, and engage stakeholders through various channels, including websites, newsletters, social media, press releases, and media interviews.
- 7.1.2 Ensure consistency in branding and messaging to convey the University's mission, values, and impact in outreach efforts while highlighting the unique strengths and contributions of individual initiatives and collaborators.

8. Review and Revision:

- 8.1.1 The Outreach Policy is subject to periodic review and revision to reflect changes in institutional priorities, stakeholder feedback, emerging trends, and best practices in public engagement and outreach.
- 8.1.2 Solicit feedback and input from stakeholders, including faculty, staff, students, external partners, and community members, in the review and revision process to ensure inclusivity and relevance.