



# Engaged University Development *Cards*

Map, design  
& evaluate  
universities

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**ACEEU**

ACCREDITATION COUNCIL  
FOR ENTREPRENEURIAL &  
ENGAGED UNIVERSITIES



# Institutional Commitment

The university has made a public and strategic commitment to engagement.



Orientation and Strategy



## Institutional Commitment

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How is your institution's commitment to engagement defined?

How is this commitment documented?

How do you ensure that the documented commitment is also publicly known and understood?





## Shared Goals

The university has established engagement goals, with measurable targets and deadlines, which are understood and owned by a range of people in the organisation.



Orientation and Strategy



## Shared Goals

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Who, at the different levels of your institution, is responsible for the implementation of the engagement agenda?

Which engagement goals are defined for academics, management, as well as support and administrative staff?





# Financial Planning

The university has a sustainable commitment to engagement which is reflected in its financial expenditure plans.



Orientation and Strategy



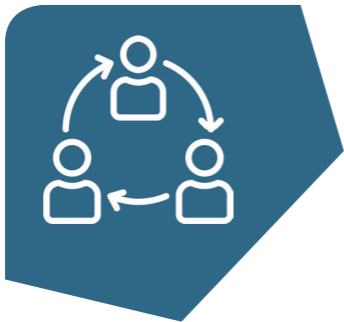
## Financial Planning

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Which investments do you currently make to foster engagement?

What are your future investment plans regarding engagement?





# Leadership

The university's values and its approaches to leadership combine to foster engagement.



People and Organisational Capacity





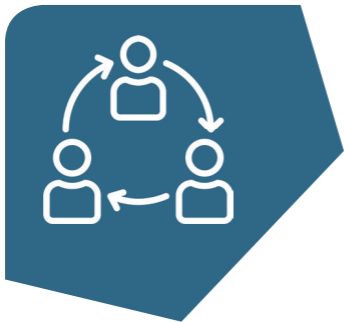
## Leadership

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Which leadership principles, values, approaches and actions are present and promoted that drive engagement?

How does the university integrate external stakeholders into the leadership of the institution?





# Staff Profile

The university manages its profile of academic and non-academic staff to meet the current and future demands of the engagement strategy.



People and Organisational Capacity



## Staff Profile

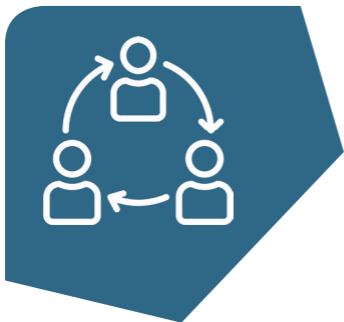
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Which kind of staff profiles does your university have to implement the engagement agenda?

How are engagement skills and experiences integrated in the recruitment process of academics, management and entrepreneurship support staff?

Which training activities are offered to support engagement among staff?





## Incentives & Rewards

The university has a coherent system of incentives and rewards to stimulate staff to undertake and support external engagement activities.



People and Organisational Capacity



## Incentives & Rewards

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Which incentives and rewards does the university offer to promote engagement activity?

How are staff needs, wishes and feedback captured and included?





# Culture

The university promotes a culture conducive to engagement.



Drivers and Enablers



## Culture

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Which kind of culture does your institution aim to promote? What are core beliefs, norms and behavior?

How is this culture promoted through communication and events?

How does the institution create the right environment (incl. physical) for the target engagement culture to evolve?





# Internal Support Structures

The university's internal support services and facilities enable individuals to progress through the stages of engagement with external stakeholders.



Drivers and Enablers





## Internal Support Structures

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Which support services and facilities does your institution offer at the different stages of engagement?

How are internal support services and facilities communicated?





# Service Alignment

The university enhances its internal support structures by brokering access to external services, thus providing a comprehensive support system for engagement.



Drivers and Enablers



## Service Alignment

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Which external services are integrated in your university's service portfolio for promoting engagement?

Which external event, activities, programs, etc. are used by the university to support engagement?





# Education

Engagement with external stakeholders enriches the student learning experience and promotes a wide range of career opportunities, including in the private, public and not-for-profit sector.



Education, Research &  
Third Mission Activities



## Education

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Which engagement competences are fostered and who benefits from it (e.g. which faculties and departments)?

Which approaches (e.g. didactic ones) are used to develop engagement competencies among students?

How do you ensure that engagement is integrated into new courses?





# Research

The university engages with partners in collaborative research and projects that are mutually beneficial.



Education, Research &  
Third Mission Activities



## Research

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How do you promote collaborative research?

How do you ensure that your research agenda addresses current and/or future societal needs?

How do you ensure the commitment of researchers to translate research outputs into societal impact?





# Third Mission Activities

The university serves external stakeholders, including on a not-for-profit basis, through the provision of services and a variety of formal and informal engagement activities.



Education, Research &  
Third Mission Activities





## Third Mission Activities

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Who are the primary target groups for your institution's engagement activities?

How do you engage with external stakeholders to identify their needs?

Which kind of services does your institution offer to external stakeholders?





# Continuous Improvement

The institution is achieving continuous improvement in engagement by regularly evaluating its performance against targets.



Innovation and Impact



## Continuous Improvement

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Which indicators does your institution use to measure its engagement activities and results?

How are the evaluation results communicated within and beyond the institution?

How are the evaluation results used for future planning and organisational development?





# Influence within the Ecosystem

The university is an influential stakeholder in the regional ecosystem with regards to policy and practice.



Innovation and Impact



## Influence within the Ecosystem

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How does the university influence the local and regional policy-making and practice related to engagement?

How does the university support, at national or international level, other actors to become more engaged?

How do you ensure that staff across the institution contributes to making this influence?





# Impact

The university generates a wide range of benefits through engagement and is working towards greater social and cultural impacts for the city and region.



Innovation and Impact



## Impact

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What kind of impact are you aiming to create?

How do you identify the impacts made by people across the institution?

How do you communicate these impacts to a wider audience?

