Strategy 2030:
Civic Engagement Strategy

A. Alignment to Strategy 2030	
Strategic Pillars: Sustaining and progressing	
x Research excellence	9
x Transformative learning experiences	9
x An excellent student experience	9
x A thriving Welsh language and bilingual environment	9
Transformational themes: Strengthening and promoting	
x Economic, social, and civic impact	*
x Global reach	9
x Health and wellbeing	9
x People and talent	9
Underpinned by	
x Institutional sustainability	9

* primary

9 secondary

B. Alignment to Corporate Risks
CR7   Poor engagement with local/regional communities
CR15 Inadequacy of institutional strategic direction

C. Governance
Strategy period   x 2022-2026
Strategy review arrangements   x The strategy will be reviewed annually by the Civic Mission Strategy Group and the outcomes will be reported to the Executive.
Last reviewed

D. Introduction

From our establishment in 1884, Bangor University has been committed to working.2 (w)-2 9vArtifact 784.8

E. Objectives

1. Effective and timely communication   of civic engagement activities   .

Effective communication is key to the success of this strategy. The work that staff and students undertake with external partners will be celebrated and shared internally. Using established internal communication channels, we will ensure that the University community understands the range, breadth and depth of our civic engagement activities and the possibilities that arise from it. The value of civic engagement to the University will be recognised and its status elevated. We will use external communication channels effectively to ensure that external stakeholders understand what we do and how we can work with them to achieve shared aims and aspirations. To achieve these aims we will:

- x   Ensure that we effectively articulate the University's vision and strategy in a way that illustrates our unique and long-term partnership with our communities.
- x   Develop our internal and public-facing lines of communication including bespoke webpages which articulate civic engagement activities (ensuring that the terminology used resonates with the target audience).
- x   Collate case studies of established and emerging partnerships and ensure that these are regularly celebrated and disseminated internally and externally through our communication channels.
- x   Establish an annual Community Day to open our doors to the community to showcase our work, provide an opportunity for external stakeholders to engage with staff and students, and highlight the potential for partnership working.

2. Understand the breadth and depth of our links with   external stakeholders   , maximise th.32 480.84

E. Objectives

As a large and complex organisation, the University has a multitude of operational and strategic partnerships and engages with a large number of stakeholders and community organisations. To maximise the potential of these partnerships, we must understand how the relationships work and share best practice. We will promote the engagement of the institution with our stakeholders through two-way knowledge exchanges, and actively and broadly communicate the relevance and impact of our activities. To achieve these aims we will:

- x   Ensure that our Community Board draws together a broad range of stakeholders from the public, private and voluntary sectors.
- x   Ensure that the Community Board feeds into the development of the Civic Engagement Strategy by identifying opportunities to collaborate and provide feedback on our civic engagement work.
- x   Embed a commitment to Civic Engagement through membership and involvement with national and international community engagement networks.
- x   Substantially increase the two-way flow of knowledge and insight between the University and wider society.
- x   Involve external/community partners in phases and aspects of projects and collaborations.
- x   Recognise the needs, interests and potential of external stakeholders and partners.
- x   Respect and accept different ways of working and organisational cultures.
- x   Engage in evidence-gathering with local communities via polling and consultation
- x   Establish strong relationships with Public Services Boards in north Wales.
- x   Work with community groups and networks across the region, ensuring that we have a shared understanding of priorities and objectives.
- x   Identify opportunities for engaging with the 'Levelling Up' agenda.
- x   Establish a programme of events in collaboration with external partners (e.g. Institute of Welsh Affairs).
- x   Ensure that the civic engagement team work with colleagues to identify collaboration and funding opportunities and act as a point of contact for external enquiries related to our strategic aims.
- x   Ensure that we have a budget dedicated to Civic and Community Engagement.
- x   Establish a Community Collaboration Fund to facilitate 'pump-priming' civic engagement activities and fund modest costs associated with257a 0.001 Tw .34 (i)-8.9 (es)-8 -12.3 (0.001 n)Tj -0.4u (t)-1. n d ws (. ×P

E. Objectives

- x   Ensure that our science park, MSParc, provides the facilities, expertise and access to entrepreneurs and local business and the networks that can translate research into impactful economic development.
- x   Support local businesses through externally focussed training and support (e.g. ION).
- x   Work with local and national employers to ensure that the skills acquired by our graduates align with their needs and support the drive for a sustainable economy.
- x   Work with external stakeholders to create opportunities for students to undertake the extracurricular activities that will improve their work readiness.
- x   Work with internal and external stakeholders and partners to fulfil the potential of the opportunities afforded by UNESCO status for the Welsh Slate Community around themes including history, language, culture, industry and landscape.
- x   Working