	Community Engagement and Stakeholder Management Process	Document Code	003.PRS.003
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1- Process Owner:

- Social Contribution Coordination Office
- Student communities
- Academic and administrative staff and students

2- Process Input:

- Public institutions and local governments' societal needs
- Demands of civil society organizations
- Social responsibility proposals from student communities
- Project proposals from academic staff.
- The university's strategic plan and community contribution goals.

3- Sources of the Process:

- Volunteer academic and administrative staff
- Volunteer students
- Project budgets
- Social activity areas
- Technological tools
- Communication, media and promotional tools


4- Process Outputs:

- Social contribution activities were carried out.
- Projects carried out through stakeholder collaborations
- Protocols
- Stakeholder meetings
- Stakeholder satisfaction levels
- Increased reputation and corporate trust.

5- Process Objectives:

- Providing solutions to social problems
- To increase the university's capacity for social contribution.
- Establishing sustainable relationships with external stakeholders.
- To develop students' sense of social responsibility.
- To increase the university's visibility and reputation.

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6- Risks of the Process:

- Failure to meet stakeholder expectations
- Lack of resources
- Failure to ensure project sustainability.
- Weak communication with society.
- Low rate of volunteer participation
- Ignoring social sensitivities

7- Opportunities of the Process:

- Increasing the university's social prestige
- Development of belonging, social sensitivity and leadership in students.
- Establishing strong collaborations with local governments.
- Innovative collaborations
- To cultivate individuals who can create social impact after graduation.
- Access to national and international grant programs.


8- Authority and Responsibilities Related to the Process:

- Social Contribution Coordination Board: To determine the university's policies regarding contribution and to develop strategies for social contribution in coordination with the relevant units.
- Department of Health, Culture and Sports: To organize all activities in the fields of health, culture and sports at AYBÜ.
- Press and Corporate Communications Directorate: To plan and implement activities to effectively communicate community service initiatives to the public.
to actualize.
- Administrative units: To provide administrative coordination of community service activities. • Academic units: Leading decision-making processes in line with societal contribution priorities.
- Academic Staff: To engage in community service activities.
- Student Societies: Taking an active role in volunteer activities.

9- Implementing the Process:

- Implementation of the community contribution guidelines.
- The execution of events
- Reporting and publicizing the results.

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10- Process Suitability Criteria:

- The project addresses a societal need.
- Participants' involvement is voluntary.
- Compliance with ethical principles
- Alignment with corporate strategic objectives
- Improvement of the existing “EVENT.AYBU” portal for monitoring and reporting community contribution activities.
- Sustainable development goals

11- Process Performance and Measurement Criteria:

- Number of training programs opened within the scope of Lifelong Learning (target 2029: 170)
- Training hours provided within the scope of Lifelong Learning (target 27,000 in 2029)
- Number of people receiving training within the scope of Lifelong Learning (target 2400 for 2029)
- Number of student clubs and societies (target 149 for 2029)
- Number of social, cultural and sporting activities (2029 target: 560)
- Number of protocols signed between universities and NGOs (target 10 for 2029)
- Number of completed social responsibility projects carried out by the university itself (target 2029: 59)
- Number of activities and projects carried out in collaboration between

universities and NGOs (target for 2029: 9)

12- Process Improvement

- Continuous monitoring, evaluation, and improvement within the framework of the PDCA cycle.
- The use of various feedback mechanisms (focus group meetings, workshops, etc.)
- Rate of achievement of targets
- Number of corrective actions

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