

## **Business and Community Engagement Group**

*(a committee that reports to the Vice-Chancellor or nominee)*

### Terms of reference

- (i) To oversee the University's approach and implementation of the strategy for development of the University's business and community engagement activities.
- (ii) To provide advice and act as a focal point for the development of the approach to public understanding of Lancaster's research and education.
- (iii) To advise the Vice-Chancellor and UMAG on the co-ordination of the University's business and community engagement, outreach and public understanding efforts, maximising the benefit to the University.
- (iv) To take stock of, and regularly review, existing engagement activities and identify new engagement opportunities, including key business and community partners, and advise the Vice-Chancellor on approaches to development of these.
- (v) To support and develop effective promotion and communication of the University's business and community engagement activities externally to maximise the benefit to the University and community and partner organisations.
- (vi) To support and develop effective promotion and communication of the University's business and community engagement activities within the University to ensure opportunities are maximised and to disseminate best practice.
- (vii) To identify potential funding opportunities in this area and act as a focal point for discussion of associated proposed bids and projects and provide advice to UPRG on prioritising the allocation of higher education innovation funding (HEIF) in relation to the areas covered by the Group (with cross reference to the Enterprise and Innovation Committee).
- (viii) To receive reports from, and liaise with, key University groups or officers with responsibility for specific institutional partnerships with business.
- (ix) To receive reports from, and liaise with, key University groups with responsibility for driving specific community engagement or community partnership activity (such as with The Dukes, Public Arts Strategy Committee).
- (x) To approve the definition and adoption of a series of performance indicators to track university performance in this area.

## Committee Composition

### *(ex officio)*

Chief Administrative Officer and Secretary (in the Chair)  
Pro-Vice-Chancellor (Research and Enterprise)  
Pro-Vice-Chancellor (Education)  
Provost for Student Experience, Colleges and the Library  
President of the Students' Union (or nominated Full Time Officer)  
Director of Research and Innovation  
Director of Marketing and Engagement  
Associate Director of Lancaster Arts  
Head of Global Student Recruitment Office  
Director of Employability (or nominee)  
Director of The Work Foundation (or nominee)

### *(appointed)*

One academic member from each Faculty nominated by the Dean  
Up to two members of professional non-academic staff with relevant expertise but so as to ensure relevant cohorts are represented (e.g. business development managers)

### *(co-opted)*

The Group may co-opt up to two external members with relevant expertise to advise the Group on best practice.

## Procedure

Three meetings shall be held each year, one in each term.