10.f. Institutional Relations

Subject	Legal Compliance and Public Disclosure	Effective From	Sep - 2011
Policy #	10.f.	Latest Revision	Dec - 2023
Title of The Policy	Institutional Relations	Next Review	Dec - 2024
Responsible Entity	Colleges Councils	Policy Pages	2

Definitions	**AAU**: Al Ain Al Ain University's Office of Institutional Relations seeks to enhance students, alumni, Media and university friends' involvement and engagement to improve the future of Al Ain University by using their knowledge and skills with honesty and sympathy in Abu Dhabi and the International society.
Purpose	• Define AAU's institutional relationship and communications with the media and outlines processes for providing information to the media in order to preserve and advance the University's reputation. • Define the involvement of Students and Alumni in relation to build up the future and Image of the AAU. • Define the responsibilities of the faculty and Staff members in relation to communication with the stakeholders; • Define the role of the Public Relations Office and the President's Office in coordinating the provision in the areas of development and fund raising, communication with internal and external offices, and media relations; • Encourage and support employees (Faculty/ Staff) to actively pursue their public relations as an integral element of their employment with the University without bringing the University into disrepute.
Scope	This policy relates to engagement with all external stakeholders of the University; including applicants, alumni, donors, media, Higher Education sector, funding/statutory/governing/professional bodies, international partners, business & industry, supply chain, local community, and with groups or individual members of the public. It does not relate to internal stakeholder engagement, i.e. with students and staff. All staff, and postgraduate research students, involved in managing external relationships for the University should comply with this policy.
Statement	This policy will encourage and support employees (Faculty/ Staff) to actively pursue their public relations as an integral element of their employment with the University without bringing the University into disrepute.
Procedures	• The Public Relations Unit, working closely with the President's Office and the Development & Alumni Office, leads the institution's Public Affairs Strategy and the activities involved in managing the institution's performance against the plans for implementing the AAU strategy. • The Public Relations Unit has capacity to deal with all eventualities, including crisis communications. These range from negative stories in the press, student issues,

	problems with external bodies and individuals to more extreme situations involving threat to life or University property.
	• An established mechanism exists that links up the relevant departments, units and individuals depending on the particular nature of the issue. The Public relations Office will work with the President's Office, Student Services, Security and others to implement a fast response and determine a short to medium term strategy that both addresses the immediate issue but also ensures business continuity and limits any potential reputational damage.
	• The Public Relations team manages the institution's communications with the media, by developing media contacts; organizing media briefings; organizing media interviews; writing and issuing press releases; handling media enquiries.
	• The Public Relations Office can offer advice and support to staff in dealing with the media including; print, broadcast, online and social media.
	• Photographs of students or individuals who are the focus of a shot are considered personal data and are therefore subject to the Data Protection Act. Written consent must be obtained.
	• University faculty/staff may be involved in establishing and maintaining membership of professional associations and other organizations.
	• The University supports and encourages the use of social media presences such as Facebook, Twitter, blogging etc.
	E-mail Newsletters can be a great way to communicate with the target audiences and can be very effective in calling attention to key events or information.
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