

<b>TYPE:</b>	Administrative
<b>TITLE:</b>	Community Outreach
<b>NO.:</b>	ADMIN-257
<b>RESPONSIBILITY:</b>	AVP, Office of Development and Alumni Affairs
<b>APPROVED BY:</b>	Durham College Leadership Team
<b>EFFECTIVE DATE:</b>	June 2018
<b>REVISED DATE(S):</b>	
<b>REVIEW DATE:</b>	June 2021

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## 1. Introduction

Durham College (DC) is an active and engaged member of the communities it serves, contributing significant resources and expertise to their social and economic well-being. Through partnerships, financial investments and collaboration, DC creates mutually beneficial opportunities for the College and its students.

## 2. Purpose

The purpose of this policy and procedure is to support a strategic and cohesive approach to Community Outreach and a framework for decision-making.

## 3. Definitions

Refer to [Durham College's Standard Definitions](#).

## 4. Policy statements

### 4.1. Community Outreach

#### 4.1.1. Community outreach decisions shall be guided by the following principles:

- Is the initiative relevant to DC strategic plan?
- Is the initiative relevant to DC mission, vision and values?
- Does the initiative position DC as a community builder?
- Does the initiative help to foster partnerships with organizations that can advance DC priorities?
- Does the initiative provide opportunities for student and/or employee engagement?
- Does the initiative provide networking, stewardship, and/or education opportunities for staff and/or students?
- Has the organization received support already?

- 4.1.2. Community outreach activities shall strive to ensure investments are proportionate to the campus size in each community and geographic scope will be a consideration.
- a) Priority will be given to organizations whose influence is region wide or College target markets.
  - b) Secondary markets will be considered at a proportionate level.
  - c) Exceptions may be considered for opportunities that provide significant benefit to the College.
- 4.1.3. Community outreach activities shall be budgeted and measured as one of three categories according where the benefit lies:
1. Business (e.g. Chambers of Commerce)
  2. Community (e.g. Lakeridge Health)
  3. Academic initiatives (e.g. Robotics competition).
- 4.1.4. Community Outreach activities shall be measured to ensure effective use of resources. Return on investment for sponsorships and memberships will be measured annually through a variety of metrics including brand exposure, event participation and whether they benefit the community, DC business or DC academic programs.
- 4.1.5. A voluntary survey shall be conducted annually to estimate the number of volunteer hours performed by DC employees.
- 4.2. Internal College fundraising activities
- 4.2.1. College-wide initiatives will be approved if they support one of the following:
- Student food bank initiatives
  - Annual and capital campaigns, that support DC priorities
  - United Way
  - Joint events with our campus partner, the University of Ontario Institute of Technology (UOIT)
- 4.2.2. Internal College-wide fundraising activities must be approved by the president's office through the Associate Vice-President, Development and Alumni Affairs. Exceptions must be approved by the President's office.
- 4.2.3. Internal fundraising events that are not directly related to College priorities shall be limited to the host department and will not be eligible for assistance through the Community Outreach department.

- 4.2.4. Annual priorities are subject to change upon approval of DCLT.
- 4.2.5. The only exceptions will be curriculum driven fundraisers hosted by students as part of the course work.

4.3. DC does not provide support for:

- Core or operating funding at another organization
- Political parties, riding associations and candidates, as per provincial legislation
- Religious or activist organizations
- Trips or tours
- Individuals
- Sports teams or extracurricular clubs.

## **5. Procedure**

5.1. Community Outreach

- 5.1.1. All requests for community outreach support shall be sent to the Donor and Community Stewardship Officer in the Office of Development and Alumni Affairs and will be reviewed and approved by the Associate Vice-President, Development and Alumni Affairs in order to ensure that decisions are strategic and to avoid duplication. Requests from both internal and external sources shall be considered.
- 5.1.2. The level of support for each request will be determined by a combination of factors including available budget, potential exposure, size and location of event.
- 5.1.3. When auction items are requested an appropriate donation will be provided.
- 5.1.4. Representation at community events where tickets have been purchased will consist of a combination of College students, employees, clients, donors, Board members and community guests.

5.2. Internal College Fundraising Activities

- 5.2.1. All requests to support internal College fundraising activities shall be sent to the Donor and Community Stewardship Officer in the Office of Development and Alumni Affairs at least 90 days in advance of the event to be considered for support. Details required include:
  - College contact
  - Event date

- Brief description of the event
- College fundraising priority being supported
- Space requirements
- Other College resources required.

## **6. Roles and responsibilities**

### **6.1. President**

The President has oversight and accountability for the College's Community Outreach activities. The President's office should be alerted to interactions with the community. The President designates primary responsibility to the Associate Vice-President, Development and Alumni Affairs to work with College leadership to determine strategic ways to engage with the community.

### **6.2. Associate Vice-President, Development and Alumni Affairs**

The Associate Vice-President has ultimate responsibility for the College's Community Outreach activities and works with the College's senior leadership team to establish proactive and positive Community Outreach. They will provide guidelines and direction about the types of activities and groups the College supports as well as manage the budget for these activities. They will also ensure a structured and measurable framework to allow the College to demonstrate that decision-making is transparent, fair and objective.

### **6.3. Donor and Community Stewardship Officer, Development and Alumni Affairs**

The Donor and Community Stewardship Officer executes the community outreach strategy. They will liaise with community groups seeking support, work with the Associate Vice-President, Development and Alumni Affairs to determine how dollars are spent, ensure funds are distributed and that appropriate attendees are available for sponsored events.

## **7. Accessibility for Ontarians with Disabilities Act considerations**

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

## **8. Non-compliance implications**

- Failure to comply with this policy could affect Durham College's ability to effectively serve as a leader in the community.
- Further it could lead to inappropriate use of resources and an inability to measure impact.

## **9. Communications plan**

- A message will be posted on ICE alerting employees when new or revised policies and procedures are added to ICE.

## **10. Related forms, legislation or external resources**

- None.