

European City University

Industry and Community Engagement Framework and Plan (2025-2030)

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1. Introduction

European City University (ECU) is committed to fostering impactful partnerships with industry and community stakeholders to enhance educational outcomes, promote employability, and address societal challenges. Aligned with ECU's **Strategic Plan 2025-2030** and **Quality Assurance Policy**, this framework outlines a structured approach to industry and community engagement, ensuring relevance, sustainability, and measurable impact.

Purpose:

- Strengthen ties between ECU, industry, and communities to support ECU's mission of **innovation, accessibility, and employability**.

- Leverage digital pedagogy and technology to create scalable, inclusive, and impactful collaborations.

Scope:

- All online programs, micro-credentials, and action research initiatives.
- Partnerships with local and global industries, NGOs, and community organizations.

2. Mission, Vision, and Core Values

Mission:

To bridge academia with industry and community needs through collaborative, technology-driven initiatives that empower learners and drive societal progress.

Vision:

By 2030, ECU will be a global leader in online education, recognized for its transformative industry and community partnerships.

Core Values:

1. **Collaboration:** Equal partnerships with industry and community.
2. **Innovation:** Digital tools to enhance engagement (e.g., virtual internships, AI-driven mentorship).
3. **Impact:** Measurable outcomes for students, partners, and society.
4. **Inclusivity:** Programs accessible to diverse learners and underserved communities.

3. Strategic Goals and Objectives

Goal	Objectives
Industry Alignment	1.1 Partner with 20+ companies for curriculum co-design and virtual internships.
	1.2 Achieve 80% graduate employment rate within six months (aligned with Strategic Plan Objective 4.2).
Community Impact	2.1 Launch 5 community programs (e.g., digital literacy for refugees, at-risk groups and marginalised communities).

Goal	Objectives
	2.2 Engage 200 learners annually through NGO partnerships.
Digital Integration	3.1 Use LMS analytics to track engagement (e.g., 99.9% uptime, Objective 5.2).
Governance	4.1 Establish an Industry Advisory Council and Community Task Force.

4. Key Components of the Framework

4.1 University-Industry Collaboration

Mechanisms:

- **Curriculum Co-Design:** Industry input on micro-credentials (e.g., AI, cybersecurity).
- **Virtual Internships:** Partner with global, local and regional firms for remote work placements.
- **Action Research Commercialization:** Joint projects with tech companies (e.g., adaptive learning tools).
- **CSR Partnerships:** Industry-funded scholarships for underserved students.

Tools:

- **Digital Dashboard:** Tracks partnerships, student placements, and employer feedback.
- **LMS Integration:** Industry mentors engage via forums and webinars.

4.2 University-Community Engagement

Programs:

- **Digital Literacy Initiatives:** Free courses for refugees, at-risk groups and marginalised communities (aligned with Objective 3.3).
- **Social Impact Projects:** Student-led solutions for local challenges (e.g., sustainability).
- **Public Lectures:** Webinars on emerging trends (open to community participants).

Measurement:

- **Star Rating System:** To evaluate program impact (e.g., adoption rates, community empowerment).

4.3 Governance and Accountability

- **Industry Advisory Council:** Quarterly reviews of partnership outcomes.
- **Community Task Force:** Oversees local, regional and global outreach programs.
- **QA Oversight:** Ensures alignment with ECU's Quality Assurance Policy (e.g., faculty training compliance).

5. Implementation Plan

Year	Actions	Responsible Party
End of 2025	Launch Industry Advisory Council;	Dean, Academic Affairs
2026	Expand to 15 industry partners;	QA Office
2027	Scale community programs to 3 new regions (e.g., Southeast Asia).	Community Task Force
2028–2030	Achieve 100% faculty participation in industry collaboration training.	Provost

6. Monitoring and Evaluation

- **Metrics:**
 - Industry: Employment rates, employer satisfaction (≥85%).
 - Community: Program participation, skill adoption (e.g., 70% sustainability rate).
 - **Tools:**
 - **PDCA Cycle:** Plan-Do-Check-Act for continuous improvement.
 - **Digital Dashboard:** Publicly reports real-time data (e.g., LMS uptime, student retention).
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7. Key Performance Indicators (KPIs)

Area	KPI	Target
Industry Collaboration	% of programs with industry input	50% by 2027
Community Engagement	# of learners reached annually	100
Student Outcomes	Graduate employment rate	80% by 2030
Technology	LMS uptime	99.9%

8. Risk Mitigation

Risk	Strategy
Low industry participation	Incentivize partnerships (e.g., CSR recognition, Special Fellowships).
Cultural barriers	Multilingual support and localized content (Objective 3.2).
Technological failure	Redundant cloud servers; annual cybersecurity audits (Objective 5.2).

9. Conclusion

This framework positions ECU as a pioneer in digital-first industry and community engagement, driving employability and societal impact. By leveraging ECU's **Strategic Plan** and **Quality Assurance Policy**, we commit to transparency, innovation, and measurable outcomes.

Next Steps:

- Formalize partnerships via MoUs .
- Launch pilot programs.

Approval:

Endorsed by the Leadership and Dean of Academic Affairs

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Aligned with ECU Strategic Plan 2025–2030 and Quality Assurance Policy.