



Academic Promotion Fact Sheet: Engagement

UniSA's strategy to differentiate ourselves as [Australia's University of Enterprise](#) means that our teaching and research need to connect globally with the issues facing our stakeholders. At UniSA, we engage with society beyond the classroom and campus by building on our strong social mission and commitment to the societies we serve on a global scale.

Engagement encompasses:

- agencies, industry, business and the general community in Australia and internationally that have impact and that add value to the University;
- Partnerships that are mutually beneficial, enhance the University's reputation and contribute to the achievement of its goals and success;
- Contributions to the UniSA community, through work and activities that do not necessarily relate directly to an individual's workload;
- Working with research end-users to identify and define research directions or projects;
- Partnering with research end-users in a meaningful way that facilitates the impact of research;
- Supporting research end-users in transforming products, services or policies;
- Engagement with industry that leads to patents, commercialisation and licensing;
- Collaboration that results in real social impact.

Activities in this area may include:

- Using expert knowledge, techniques and processes to support the development of communities and industries consistent with UniSA's values and strategic directions;
- Initiating and building strategically relevant relationships with external partners;
- Establishing and nurturing collaborations that have positive outcomes for the University's research, creative practice or education programs;
- Providing formal advice through membership of external committees and boards that are consistent with the University's strategy and values;
- Contributing to public lectures, talks and external activities that add to the public knowledge of the discipline and has a positive impact on the reputation of the University;
- Providing formal advice to Government through delivery of policy, position papers and by sitting on boards or strategic committees;
- Communicating with research end-users so they want to connect and remain connected with UniSA;
- Helping research end-users to incubate projects, disruptive technologies and ideas that will lead to outcomes with real world impact;

- The translation of research outcomes into products and services that create a commercial return and have a positive impact on society;
- Participation in activities that support colleagues and the University to evaluate and improve practice for example a reviewer for summative peer review of teaching;
- Participating in University governance and management committees that are integral to the achievement of UniSA's goals.

Leadership in engagement can be demonstrated in areas such as:

- Leading initiatives that are of mutual benefit to the University and its industry, government or community partners;
- Leading collaborative community or industry development projects;
- Developing strategic partnerships and collaborations with industry and the community;
- Actively supporting peers and mentoring junior staff to guide and develop their skills in areas of strength for example online education, in class teaching, or writing of quality research papers etc;
- Leading key University governance and management committees, including ad hoc issue-based working groups;
- Leading teams that engage in innovation and outcomes that have commercial potential or translate into actual commercial returns;
- Strategic involvement in external UniSA events or sponsorships in a way that adds impact and value to research or contributes to the learning outcomes of students;
- Reputation and standing as an expert, a public commentator, an advisor or a consultant that adds to the reputation of UniSA.

Evidence under this criterion will vary according to the level of promotion. Examples include:

- Involvement in commercialisation of research outcomes or spin-out companies;
- Engagement with your professional body or industry that provides tangible benefits to our students for example greater opportunities for placements or employment;
- The impact of contributions to government or other policy;
- Election or nomination to boards of companies or other significant entities such as statutory authorities or committees;
- Adoption of research outcomes by industry, government or communities;
- A record of constructive contributions to professional societies or academies;
- Invitations to publish in trade journals or other professional outlets (other than academic publications);
- A reputation of being easy to partner with and for delivering real outcomes and impact;
- Acknowledgment of providing (informal) quality leadership and guidance through mentoring and peer support;
- The quality and extent of contributions to University governance and management and to the University community.