

Academic Promotion: Guidance Notes for Engagement

UniSA's strategy to differentiate ourselves as [Australia's University of Enterprise](#) means that our teaching and research need to connect globally, nationally, and locally with the issues facing our partners. At UniSA, we engage externally to build on our commitment to the businesses, communities and organisations we serve.

Engagement encompasses:

Partnership for education or research impact is important to the University. Externally focused collaboration leads to, or extends from, core teaching and/or research activities. It may include:

- Development of research and/or teaching partnerships that are mutually beneficial, enhance the University's reputation and contribute to the achievement of its goals and success;
- Working with research partners to identify and define research directions or projects;
- Partnering in a meaningful way that facilitates the impact of research;
- Supporting research partners in transforming products, services or policies;
- Engagement with industry that leads to translation, patents, commercialisation and licensing;
- Working with employer organisations to identify and develop placement or other work integrated learning opportunities;
- Engagement with professional, industry or community organisations to identify opportunities for executive education;
- Collaboration that results in real social impact.

Activities may include:

- Using expert knowledge, techniques and processes to support the realisation of the University's strategies;
- Initiating and building strategically relevant relationships with external partners;
- Establishing and nurturing collaborations that have positive outcomes for the University's research centres and concentrations, and/or major research 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 University's research and education;
- Providing formal advice to Government through delivery of policy, position papers and by sitting on boards or strategic committees;
- Working with partners to design, deliver and evaluation research translations and commercial activities;

Engagement activity may also include contributions to the broader UniSA community, for example:

- 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.
- Supporting and accelerating the success of our research centres and concentrations;
- Contributions to University events and initiatives to support advancement, alumni, prospective and current students, consistent with our values and strategic directions.

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 which lead to translational or commercial outcomes
- Recognition as a public commentator which is built on academic expertise and which advances the standing and mission of the University;
- Leading key University governance and management committees, including ad hoc issue-based working groups;
- 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;

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

Evidence should demonstrate how the engagement activity leads to, or extends from, research and/or teaching activities. Examples include:

- Involvement in commercialisation of research outcomes or spin-out companies;
- Engagement with professional bodies or industry associations that provide 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 professional journals or other outlets (other than academic publications);
- A reputation of being easy to partner with and for delivering real outcomes and impact; and
- The quality and extent of contributions to University governance and management and to the University community.