![Durham College - Success Matters logo]

Durham College Policy and Procedure

TYPE: Administrative
TITLE: Community Outreach
NO.:   ADMIN-257
RESPONSIBILITY: Vice President, People, Equity and External Relations
APPROVED BY: Durham College Leadership Team
EFFECTIVE DATE: February 2025

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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 contributions 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 will be guided by the following principles:

- Is the initiative relevant to DC's strategic plan?

- 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 from DC in previous years?

4.1.2. Community outreach activities will strive to ensure contributions 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 in college target markets.

   b)   Secondary markets, outside of Durham Region, will be considered on a case-by-case basis.

   c)   Exceptions may be considered for opportunities that provide significant benefit to the college.

4.1.3. Community outreach activities will be tracked to ensure whether they benefit the community, DC business or DC academic programs.

4.1.4. A voluntary survey will be conducted annually to inform the college on community priorities and asses the current contributions of DC employees.

4.1.5. The only exception to this policy and procedure will be curriculum-driven fundraisers hosted by students as part of their course work.

4.2. DC's Community Outreach funds do not provide funding for:

- Core or operating funding at another organization
- Political parties, riding associations and/or candidates seeking election to any level of government
- Religious organizations
- Trips or tours
- Individuals or for-profit organizations
- Sports teams or extracurricular clubs

5. Procedure

5.1. Internal College fundraising activities

5.1.1. Internal college-wide fundraising activities are approved by the Associate Vice-President, Advancement and Alumni Relations. Exceptions must be approved by the President's office.

5.1.2. College-wide initiatives may be approved if they support the college's strategic plan and business plan.

5.1.3. Internal fundraising events that are not directly related to college priorities will be limited to the host department and will not be eligible for assistance through the Community Outreach program.

5.1.4. Annual priorities are subject to change upon approval of ELT.

5.2. Community Outreach

    5.2.1. The President has accountability for the College's community outreach activities, through the Office of the Vice-President, People, Equity and External Relations and the Associate Vice-President, Advancement and Alumni Relations.

    5.2.2. All requests for community outreach support will be submitted through the Community Outreach Request form, which is located on the Durham College Community Relations webpage. All applications will be sent to the Senior Development Officer, Strategic and Community Initiatives in the Office of Advancement and Alumni Relations and will be reviewed and approved by the Associate Vice-President, Advancement and Alumni Relations to ensure that decisions are strategic and to avoid duplication.

    5.2.3. The level of support for each request will be determined by a combination of factors including available budget, monetary amount being requested, potential brand exposure, and size and location of event. Requests that include substantial monetary requests ($5,000 and up) or a significant amount of administrative work may not be approved to ensure a broad and even distribution of support across organizations and activities.

    5.2.4. Representation at community events where tickets have been purchased may consist of a combination of college students, employees, alumni, donors, Board members and/or community guests.

6. 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 Multi-Year Accessibility Plan.

7. Non-compliance implications

- Failure to comply with this policy could affect DC's reputation and ability to effectively serve as a leader in the community.

- Further it could lead to inappropriate use of financial and administrative resources and an inability to measure impact.

8. Related forms, legislation or external resources

- Community Outreach Form.