

8.17 External and Community Relations

Introduction

This category covers information relating to the institution's relationship with its external environment. These include how it manages its relationship with the local community and how it retains contact with its former staff and students.

By virtue of its nature, most institutions will probably find that the majority of these categories are already made available to the public by some means.

Category Name	Category Description	Can be found at
Alumni	Arrangements for keeping in touch with former staff and students	http://www.gcu.ac.uk/alumni/ http://www.gcu.ac.uk/alumni/keepintouch/
Community Relations	Description of the facilities and services available to the local community	http://www.gcu.ac.uk/theuniversity/communityandpublicengagement/ http://www.gcu.ac.uk/theuniversity/universityfacilities/
Development activities	Promotional material relating to institutional fundraising objectives	http://www.gcu.ac.uk/alumni/
Public Relations	Information created specifically to publicise facilities and activities.	http://www.gcu.ac.uk/newsroom/ http://www.gcu.ac.uk/theuniversity/universityfacilities/