

## **Community Relations- New Direction for University Promotions**

The University of Fiji's Strategic Plan 2017-2021 states 'empowering the University's people' as a strategic goal. The term 'the University's people' constitutes for communities around the University. As such the University is steering in a new direction for University promotions- a direction into building better community relations.

The Acting Vice-Chancellor, Professor Subramani stated that it was vital to identify the coteries of people around the community and take note of their social, professional and educational needs.

"We must know who the major actors/protagonists/players are in these organisations, and create public places within the campus where they can regularly experience, meaningfully, the feeling of belonging to this University," he explained.

Moreover, he mentioned that by creating the model of community relations for promotions, there was scope for research, cultural, educational and service work.

"Research will inform how the University can become relevant to its 'people' and develop capacities to serve a diversified population, reveal what organizational changes are necessary to engender successful relationship with surrounding communities, and balance that with the core values of the critical enquiry, intellectual integrity and dedication to learning," he commented.

As such the Marketing and Public Relations Department was renamed to Community Relations Department. The department had commenced its work and gathered numerous contacts for the Community people around the country. Academics have also visited communities on special occasions and the communities are invited to all major events at the University.