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PONTIFICIA  
UNIVERSIDAD  
CATÓLICA DE  
VALPARAÍSO



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# [ PUCV ]

## COMMUNITY ENGAGEMENT POLICY

*A centenary university transforming  
the lives of people*

*Academic Rectorate Decree N° 24/05*

**[PUCV]**  
**COMMUNITY  
ENGAGEMENT  
POLICY**

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# Community Engagement Policy: identity, mission and future

Community Engagement is an essential scope of action of the Pontificia Universidad Católica de Valparaíso. **It is not an accessory function, but the tangible manifestation of our identity: catholic, public, and of excellence.** Through it, we make an inescapable commitment to the greater challenges in society and the dignity of the human being.

In agreement with the Global Compact on Education, catholic higher education institutions are invited to listen and be at the service of common good. The 7 commitments of the Educational Compact encourage us to increase our ties with the community, project our identity and train people with a vocation for service, with excellence and sustainability.

In response to this call, the university has

developed a Community Engagement Policy that guides and sets us into the future. It draws from the valuable journey taken through decades, and at the same time, encourages us to reach new horizons.

**The purpose of this policy is to establish a relationship that is active, pertinent and bidirectional with our surroundings.** Our goal is that our teaching, research, creation and innovation are nurtured by dialogue with the communities, the manufacturing sector, the government and the educational system, contributing in this way to the transformation of society from an ethical and solidary perspective.

We understand that each engagement experience represents a priceless opportunity for learning and mutual growth. Because of this, this policy not

“

*It is not an accessory function, but the tangible manifestation of our identity: catholic, public and of excellence.”*



[2]

**Nelson Vásquez Lara**  
**Rector, PUCV**

only sets principles and guidelines, but it is also an invitation to see a shared future, build trust and create significant impact.

With the inspiration of our Strategic Development Plan and our Educational Model, we renew our commitment to the region and Chile. We firmly believe in education that transforms lives and a university that rises up as a bridge between knowledge, generations and hopes.

We would like to invite the whole university community to join us and actively participate of this policy, which is our way of saying: here we are, with all our capabilities and convictions, at the service of our nation.



[ 3 ]

Community Engagement is the expression of how the Pontificia Universidad Católica de Valparaíso meets and dialogues with its surroundings. It becomes a space for reciprocity in which academic knowledge is enhanced by the experiences, needs and dreams of the communities, contributing to human, social and territorial development.

The approval of this Community Engagement Policy update represents the constant commitment for improvement and innovation from our

institution. It allows us to consolidate a trajectory that has been marked by collaboration and, at the same time, provides us with a clear compass to move forward towards a more open and inclusive university, committed to the challenges of our time and society.

This updated institutional framework draws from the principles of bidirectionality, pertinence, sustainability and quality, including them in each teaching, research, innovation and artistic creation initiative. Therefore, policy becomes a tool that guides our

## Community Engagement: building the future as a community



*The approval of this Community Engagement Policy update represents the constant commitment to improvement and innovation of our institution”.*

work and, at the same time, an invitation to strengthen trusting partnerships and build joint solutions with different sectors of society.

We understand that Community Engagement is not only a missional function, but also a way of being and doing university. This includes listening, engaging in dialogue and collaborating, creating impact that goes beyond our classrooms and laboratories, and that is expressed in stronger communities and in a region and country that grows with us.

I would like to invite the university community as a whole to be an active part of this process, to recognize Community Engagement as an opportunity for shared learning and transformation. It is only in this way that we will honor our identity and contribute, with conviction and hope, to the common good of the nation and our future generations.

**Jacqueline Páez Herrera**  
**Vicerector of Community Engagement,**  
**PUCV**



## Introduction

As part of our commitment to continuous improvement and institutional pertinence, the Vicerectorate of Community Engagement presents the second edition of the Community Engagement Policy. This document incorporates all contributions and observations made by the Superior Council Committee, reasserting our commitment to strengthen the relationship between university and society.

The PUCV is a clear, authentic and tangible expression of a project destined to engage with society. Since its foundation in 1928, the PUCV has assumed a strong social commitment, expressed through uninterrupted academic, research and extension work, aiming it at the cultivation of the arts, sciences and knowledge, always under the motto passed on by its founders: Faith and Work.

Our vision of Community Engagement is based on mutual collaboration, constant dialogue and the creation of positive impact.

We strive to establish meaningful relationships with key actors, including the manufacturing and service sectors, the civil society and its organizations, the government and its institutions, the Educational System, catholic institutions, the research, creation and innovation ecosystem, and our graduates.

Through this policy we look to promote the active participation of our educational community on initiatives that will enrich both the university experience and the surrounding community.

The multiple changes experienced by the higher education system, as well as the everchanging needs of our society, have promoted the evolution of the modalities in which the PUCV contributes to it, seeking to maintain a sense of commitment that has been its signature since its birth.

These social and cultural changes are precisely what propelled the 2021 update of the **Educational Model** and guided, at the same time, the strategic priorities defined in the **2023–2029 Institutional Strategic Development Plan**, always attending to participative processes that involve the educational community at the university.

In addition, the regulation framework of higher education institutions has also been adjusted in the last years. Law 21.091 was published in 2018, creating the Higher Education Superintendency and reinforcing the Quality Assurance System, making institutional accreditation mandatory. It also incorporates the dimension of Community Engagement as mandatory.

With this context in mind, it becomes necessary that the university updates its Community Engagement Policy with the purpose of introducing these new institutional and regulatory guidelines.

This policy not only sets clear guidelines, but also explores effective relationship mechanisms to allow for continuous and fruitful interactions between university and community. It also creates a management model that ensures the development of its function through systematic mechanisms that allow to operationalize the new Policy and guide the university community in displaying this function.

At the Pontificia Universidad Católica de Valparaíso, the Community Engagement Policy is more than a document; is an active and continuous commitment with public vocation, excellence, sustainable development and the building of dialogue and proposals in the face of the current challenges of our society.

We thank the collaboration of the whole university community in the creation of this shared vision.



# Purpose and goals

The Pontificia Universidad Católica de Valparaíso understands Community Engagement as a **missional, essential and transversal function of the institution**, through which it acknowledges its commitment to the surrounding community. This is developed on the basis of a relationship of reciprocity and mutual benefit between the institution and the external actors declared as relevant.

The purpose of the policy is to contribute to the quality and pertinence of teaching and research developed by the University, through guidelines and initiatives, and to contribute and impact from our vision, strengths and capabilities as an institution to the sustainable development of territories at the local, national and international levels, considering their opportunities and needs.

The relationship between the University

and its environment must be based on a bidirectional and systematic process.

Bidirectionality implies a mutually beneficial interaction between the university and its external groups, promoting a constant and horizontal dialogue. This collaboration allows the co-construction of knowledge and the development of proposals that impact both the environment and the institutional work, with mid to long-term projected results.

At the same time, systematicity ensures that this engagement is not sporadic, but constant and intentional. The relationship with relevant groups must be sustained in time, with a strategic perspective that allows to respond effectively to the challenges of the environment, and at the same time, the institutional development of the university is strengthened.

Community Engagement at the PUCV is known for its **public vocation, excellence and sustainability signature**, which is displayed as an attribute and/or guidelines in the exercise of its function, whether in the definition of objectives, the identification of beneficiaries and/or the design of initiatives that will allow to promote the indicated elements, both inside and outside of the university.

The PUCV also considers the extension initiatives such as knowledge divulgation and artistic-cultural extension, a part of the Community Engagement function. This, understanding the importance of maintaining the university-society historical link and acknowledging that said interactions contribute, in the same way, to the development of society and the integral training of people.<sup>1,2</sup>

## Within the framework of the purpose of Community Engagement, the following specific objectives are defined:



*To contribute to the pertinence of the academic offer, the formulation and/or update of graduation profiles and the development of research, creation and innovation.*



*To contribute to sustainable development through proposals that address needs, problems and challenges at the local, national and international levels.*



*To contribute to the development of competences of graduate profiles through participation of students in actions that add to the development of society, carried out in real contexts.*



*To contribute to the construction of dialogue within society, and the generation of proposals in the face of current challenges.*

# Community Engagement principles

The work of Community Engagement must be guided by the following founding principles:

## Bidirectionality

**Mutually beneficial interaction between the PUCV and relevant external groups** of the University that, as a horizontal<sup>3</sup> and permanent dialogue agent, allows the joint construction of knowledge and proposals that contribute and impact, mid or long term, the development of territories and nation, as well as helping to improve the work of the institution.

## Pertinence

Community Engagement initiatives must be aligned with the guidelines and strategic goals of the university and the **needs and requirements of the relevant environment**.

## Inclusion

Community Engagement must **ensure access to all people**, regardless of gender, ethnicity, religion, disabilities, political preferences, personal and/or sociocultural conditions.

## Sustainability

The articulation of initiatives that **promote sustainable development** will be promoted, as well as actions that adopt real and urgent measures to address the climate crisis and others that affect the general population and their effects.

## Systematicity

Community Engagement must favor a **constant and permanent relationship with relevant groups** with a mid to long term vision.

## Continuous improvement

Initiatives must perform **permanent processes of assessment, feedback** and adjustments to work, with the purpose of improving its quality.



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# Community Engagement attributes



## Co-construction

We expect internal and external relevant groups to **work collaboratively** during at least a phase of the life cycle of the Community Engagement initiatives.

## Associativity

The institution will actively promote **interdisciplinary or transdisciplinary** work in its Community Engagement initiatives.

## Scalability

We expect the Community Engagement initiatives to **expand their scope and/or coverage**, in agreement with the needs of the context and the maturity of the project.

## Gender perspective

It is desirable that the Community Engagement initiatives incorporate guidelines or action frameworks that allow to **ensure fair and equitable treatment between people** of different gender and the exercise and respect of their rights to generate a non-discrimination culture.

# Relevant groups

The PUCV, in virtue of its foundational mandate as an institution of the Catholic Church, maintains a permanent and intrinsic relationship that guides all other links to relevant groups as actors, both internal and external, national and international, with whom Community Engagement initiatives are developed.

## [ External groups ]

### Civil Society and its organizations

This category includes centers, foundations, cultural, sports, community, non-governmental organizations, media and people in their individual capacity, among others.

### Manufacturing and service sector

Public and private companies; micro, small, medium and large businesses. Trade associations, representatives of various productive sectors and professional associations or forums.

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## Government and its institutions

Public powers (executive, legislative and judicial), regional governments and municipalities. Representatives of foreign government organizations and/or diplomatic representations in the country are also included.

## Research, Innovation and Creation Ecosystem

Organizations and actors that promote the development of initiatives fostering innovation, research and creation of value to transform society, stimulating social and economic development of territories.

## Educational system

Includes other higher education institutions, research and study centers, organizations representing national and international higher education institutions, all levels of the school system, and each one of the actors that are part of the educational community.

## Other Catholic Institutions

The PUCV is a university inspired in the Church's Magisterium, and therefore all institutions that share the same values and principles are defined as relevant groups. However, its relationship with the religious surroundings is not exclusive since it defines itself as an institution with a public vocation, in the midst of a globalized, pluralist and multicultural world.

## Graduates

Graduates can be a part of any of the previously described groups, however, they are given great importance by the university due to the permanent relationship and connection with this specific group.

*Internal relevant groups are **faculty, students and support staff to the University academics**, who will be directly or indirectly present in various lines of action of Community Engagement.*



# Community Engagement fields

**F**ields refer to the areas of interest in which the University focuses the work of its Community Engagement office. These are defined based on institutional priorities and goals and are aligned with the needs, problems, challenges and opportunities that are identified in the environment in which the university hopes to contribute and impact.

The PUCV favors the development of the declared fields at various territorial scales, creating interactions at the local (city, community centers, neighborhoods), regional, national and international levels.



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## Manufacturing and Services

Initiatives that contribute to improve the industry's competitiveness and/or productivity



## Social

Initiatives that contribute to the wellbeing and improvement of the quality of life of people and communities, especially the Church. In this field we can consider solidary actions that promote our love for neighbors, meaningful interaction and mutual learning that aim towards the common good, strengthening the development of the service vocation and of the members of the university community, and in particular, in contribution to the Church.



## Educational

Initiatives that strengthen formative processes and management of the educational system, other higher education institutions and the school system at all levels.



## Environmental

Initiatives related to the sustainable management of resources and biodiversity conservation, as well as actions aimed towards protecting and preserving natural resources to ensure the sustainability of the planet



## Cultural and artistic

Initiatives that contribute to the integral development of the human being and the exercise of cultural rights of individuals, promoting participation in cultural life and the exercise of citizenship, facilitating access to proposals that value the material and immaterial heritage.



## Lines of action

The PUCV has defined nine lines of action (that will have sub-types of activities), which contribute to engagement with the environment:

### Engaged teaching

Includes initiatives developed within the **framework of a class, implemented through active learning methodologies** and situated in real contexts.

### Professional development

Includes Continuous Training initiatives that allow the **specialization and/or disciplinary updates throughout life**. It also considers initiatives that seek the early relation of the student community to the job world, aimed to both the students and also recent degree-holders and graduates.

### Community services

These actions consider **rendering community services and specialized technical services**, associated to the disciplines taught at the university, with a focus on social organizations and community.

## Applied research

This line of action refers to specific applied research projects and studies that emerge from the needs of the community, related to opportunities and challenges of the various external relevant groups.

## Innovation, Technological Transfer and Entrepreneurship

In this category we can find actions such as technological innovation and development that are created at the university with transference of its results. In addition, the entrepreneurship lines and actions propelled by the university are included, related mainly to the manufacturing sector.

## Technical assistance

Includes consultancies and advisement focused on providing help and orientation on specific issues related to the application of technical knowledge. This line of action does not consider routine services that only focus on external contribution, that in general will be referred to as “provision of services”.

## Cultural-artistic extension

Includes activities and programs that seek to promote and disseminate artistic and cultural expressions to society.

## Knowledge divulgation

Actions that allow the divulgation of scientific, technological and academic knowledge for general and non-specialized public are included in this category.

## Public policy development

Includes all projects and/or initiatives, convened formally by a public and/or private external organization, with the goal of contributing to the design, implementation and/or assessment of general and/or sectorial public policies.



## Relationship mechanisms

The setting of effective relationship mechanisms is essential for the successful development and implementation of initiatives that connect the university to its surroundings. These mechanisms allow for a **continuous and fruitful interaction between** the university and various external relevant groups.

Relationship mechanisms create platforms where knowledge, experience and resources can be shared. This collaboration enriches both the university and its external partners, promoting mutual learning and the joint development of innovating solutions.

The existence of solid relationships facilitates the identification and execution of collaborative projects

that address common needs and challenges. Through these mechanisms, the university can strengthen its commitment to social responsibility, aligning their initiatives with the needs and aspirations of the community.

In order to implement the engagement projects and initiatives, the PUCV sets the following minimal mechanisms to formalize relationships:



## PUCV Catholic Engagement

The objective of this mechanism is to **gather and facilitate associativity of catholic institutions and the university**, where conditions are set to facilitate cooperation and continuous exchange between both. This mechanism seeks to formalize a relationship of support and collaboration that promotes the development of joint projects, the exchange of resources and knowledge, and the strengthening of the academic and catholic community in the region and the nation.



## Agreement

Every agreement celebrated between the university and one or more people, whether natural or legal, public or private, national or international, that has the goal of **regulating the relationship between the different parts**. It could be different in nature, such as an academic, cultural, research, creation and innovation collaboration, or a provision of services and/or products, among others.



## Curricular committee

A space of consultive nature, aimed towards strengthening aspects related to **self-regulation, teaching and learning improvement and assessment** of undergraduate study plans.



## Alumni advising committee

Network formed by graduates, with the purpose of **reinforcing the communication of the net and contribute to student training** through their experience and the development of mentorships that will make it possible for PUCV alumni to support novel teachers, recent degree-holders and graduates in their job insertion.



## External committees / Councils

Systematic and permanent participation of internal actors, in representation of the university, with external actors whose goal is to contribute to a permanent and efficient relationship between both parts.

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# Management mechanisms

To ensure the development of Community Engagement, the university has systematic mechanisms that allow to operationalize this Policy and guide the university community in the display of its function.

The first one is the **Community Engagement Model**, which is a conceptual framework and a simplified representation of the Community Engagement Policy that facilitates its understanding and highlights specific aspects that make its analysis easier.

Then, we have the **Annual Community Engagement Plan**, where the Academic Units, Centers and other institutional organizations establish the initiatives and projects they intend to carry out in order to comply with the purposes and objectives declared in the Policy.

The PUCV acknowledges the decentralized development of the

Community Engagement projects and initiatives, considering disciplinary diversity and the specific characteristics of Faculties, Schools, Institutes, Centers, that are institutionally aligned and coordinated to comply with the strategic objectives defined at the institutional level.

Academic organizations<sup>4</sup> must develop Community Engagement projects and/or initiatives with declared relevant groups that are pertinent to the respective discipline, and that seek to produce a bidirectional impact in the mid and long term. **For this, the use of management mechanisms of Community Engagement will be encouraged**, in order to ensure formalization, records, systematization, monitoring, measurement and assessment of internal and external contributions, as well as feedback to promote continuous improvement of the institutional work.

For this, the PUCV acknowledges the Community Engagement Management Model as part of its management mechanism, which can be applied transversally throughout the institution.

For its part, the University acknowledges the function of Community Engagement as academic work, so it is considered as part of the agreement plans for each one of the academic organizations.

The university has the **Community Engagement Assessment System**, which is part of the Community Engagement Management Model, that allows to gather and process information regarding the achieved results in Community Engagement programs, which correspond to the initiatives and projects group that have the same goal.

Starting with the **Community Engagement Programs**, performance and contribution will be considered, together with the institutional guidelines declared in the Policy. The Assessment System, at the same time, has the purpose of contributing to the identification of areas for improvement and decision making to provide feedback to the institutional work.

The **Community Engagement Assessment System** is considered a mechanism for public and periodic accountability of the achieved results and advances regarding the objectives and goals committed by the Community Engagement.



Governance for transversal management of the Community Engagement function considers, at the central level, the Vicerectorate of Community Engagement as the main organism responsible for coordinating and articulating policies, strategies and actions in this area.

In the same way, it must ensure that engagement with the surroundings is aligned with the institution's strategic goals, providing guidelines to guarantee the development of its function and contribution to the institutional

development plans. For this, it must promote collaboration and articulation between the different Vicerectorate offices, Faculties, Academic Offices and Centers.

The Community Engagement Vicerectorate leads the planning, supervision, evaluation and feedback from the Community Engagement programs, in such a way as to comply with the purposes and declared objectives in this Policy.

In addition, it acts as a bridge between

the university and external actors, facilitating communication, knowledge exchange, strategic collaboration and the development of joint projects that create mutual benefits.

At the decentralized level, each academic organization assigns the role of Community Engagement Chief and/or Coordinator to a member of the office, which is decided by the directive team of the academic unit. On the other hand, the university has a Community Engagement Technical Committee, formed by various representatives

of the Vicerectorate and General offices that interact with Community Engagement work, so their role is to sanction guidelines that allow the good functioning of these.

Within the framework of continuous improvement, the present policy is reviewed on each new Strategic Planning period at the University, or when it is required due to adjustments of the internal and/or external structure.



# References / Related documents

[ 1 ]

**Nicolas Fleet, Cristián Pozo and Felipe Lagos:** “the standard for bidirectionality with the pressures of accountability has placed the traditional extension function in a complicated position, which represents a contradiction, considering the importance of the tradition of extension to sustain the ultimate development of Community Engagement and its public impact”, *Community Engagement in Chilean universities: between accountability and public knowledge*, 2023.

[ 2 ]

Some universities have adopted the definition by Von Baer (2009) which states that traditional or unidirectional forms of extension (academic and cultural-artistic) become types of engagement from which bidirectional relationships can be built in a later phase.

[ 3 ]

“The bidirectional model redirects the extension towards the establishing of relationships that are more horizontal with significant external actors (actors and social organizations, businesses, government institutions, among others)”. **Claudia Muñoz Tobar, University Community Engagement: State of the Art and reflections in context.**

[ 4 ]

The administrative units, whether at the central level or in academic units, can develop Community Engagement projects and/or initiatives under the guidelines declared in the Community Engagement Policy and according to the set management mechanisms.

You can find each one of these documents by scanning the QR codes:

## 2023–2029 Institutional Strategic Development Plan

Available at: [https://pucv.cl/pucv/site/docs/20240105/20240105160751/plan\\_de\\_desarrollo\\_estrategico\\_pucv\\_2023\\_2029.pdf](https://pucv.cl/pucv/site/docs/20240105/20240105160751/plan_de_desarrollo_estrategico_pucv_2023_2029.pdf)



## PUCV Educational Model.

Available at: [https://pucv.cl/pucv/site/docs/20200915/20200915150540/modelo\\_educativo.pdf](https://pucv.cl/pucv/site/docs/20200915/20200915150540/modelo_educativo.pdf)



## PUCV General Statutes and Institutional Regulations.

Available at: <https://pucv.cl/pucv/site/docs/20230802/20230802202221/03>



## PUCV Community Engagement Guidelines

Available at: <https://vinculacionpucv.cl/recursos/>



# Photo appendix

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|--|---|---|--|
| <p>[ 1 ]<br/>Front view of PUCV Central Headquarters.</p>  | <p>[ 6 ]<br/>PUCV student taking part in a beach cleaning session.</p>  | <p>[ 11 ]<br/>PUCV Chamber Orchestra, Honor Hall performance, PUCV Central Headquarters.</p>                            | <p>[ 16 ]<br/>Four people talking in a work session at the 2025 Community Engagement Strategic Analysis Meeting.</p> |
| <p>[ 2 ]<br/>Nelson Vásquez Lara, Rector of the Pontificia Universidad Católica de Valparaíso.</p>   | <p>[ 7 ]<br/>Two PUCV students looking at an outside information panel.</p>   | <p>[ 12 ]<br/>Medical Technology student performing an eye exam on a patient.</p>                                       | <p>[ 17 ]<br/>Six PUCV students at Muelle Barón, Valparaíso.</p>   |
| <p>[ 3 ]<br/>Jacqueline Páez Herrera, Vicerector of the Community Engagement, PUCV.</p>              | <p>[ 8 ]<br/>Side view of PUCV Central Headquarters, Avenida Argentina, Valparaíso.</p>   | <p>[ 13 ]<br/>PUCV Folk Music Group performance.</p>  | <p>[ 18 ]<br/>Four PUCV students sitting and smiling.</p>  |
| <p>[ 4 ]<br/>Three PUCV students looking at a study guide at the Mercado Cardonal in Valparaíso.</p> | <p>[ 9 ]<br/>Two PUCV students talk to each other in front of church.</p>   | <p>[ 14 ]<br/>Jacqueline Páez Herrera, Vicerector of Community Engagement PUCV, speaking at the PUCV Conecta event.</p> |  |
| <p>[ 5 ]<br/>Medical Technology student performing an eye exam on a patient.</p>                     | <p>[ 10 ]<br/>Community Engagement Project “Psycho-Spiritual Support workshops in the Jesús Sacramentado community, in Achupallas”. Participants smile for a group photo.</p> | <p>[ 15 ]<br/>Two PUCV students holding a model of La Matriz Church, Valparaíso</p>                                     |  |





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**Community Engagement Vicerectorate**  
**Pontificia Universidad Católica de Valparaíso**



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