

## What is Business and Community Engagement

The definition formulated by the JISC Business and Community Engagement Advisory Group provides a useful context to this factsheet:

Business and community engagement is the strategic management, by higher and further education organisations, of relationships with external partners and clients, and of the associated knowledge exchange and workforce development services. The objective is to deliver benefits to the economy and society, resulting in a more highly skilled workforce, a more efficient, dynamic and sustainable economy and a more cohesive, knowledge-enabled society.

The scope of engagement includes the commercial sector, the public sector (including charities and trusts), the cultural landscape and the social and civic arena. All organisations undertake business and community engagement across this scope of engagement, but the exact mix and the resulting services deployed depend on organisational strategies.

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**Source URL:** <https://community-stg.jisc.ac.uk/library/janet-services-documentation/what-business-and-community-engagement>