



## AASTMT Stakeholders Procedure

### Introduction:

The relative importance, of our stakeholders are based on their power, legitimacy, and urgency. Stakeholders' power is their ability to impose their will on the relationship and to directly impose actions upon our institution. Legitimacy describes is social desirability of the influence the stakeholders have over the relationship, given the particular moral, cultural, and social norms the our relationship exists within. The third aspect of stakeholder salience, urgency, is a combination of the time-sensitivity of the influence and the criticality of that influence to the stakeholder during key periods.

### Definitions:

Internal stakeholders are members of our academic community: faculty, non-academic staff, managers, students, and our governing body.

External stakeholders are the groups or individuals that have an interest in AASTMT: employers; parents; society, including non-consumers of education; the government, represented by its various agencies; and national and International organizations.

### Stakeholder Identification:

It is important to involve our stakeholders early and effectively in our educational process. The main objectives of stakeholder identification is to get a clear understanding of their importance, values, beliefs, and attitudes.

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### AASTMT Stakeholders are:

- 1- Students, Parents, Alumni and Donors
- 2- Academic Faculty
- 3- Managers, Administrators and Professional Staff
- 4- Institutions
- 5- Employers: Business and Industry
- 6- vendors and suppliers operating to support the activities of the our institutions: provide infrastructure and products such as computers, networks and learning management systems, they also offer a range of services (operate call centres, generate recruitment leads for targeted marketing and optimise the prominence and impact of university Websites)
- 7- The Business of Online Programme Management OPM
- 8- Government and related agencies.
- 9- Society: taxpayers and communities,

### Other examples of stakeholders are:

- 10- Women
- 11- Children and Youth
- 12- Indigenous Peoples
- 13- Non-Governmental Organizations
- 14- Local Authorities
- 15- Workers and Trade Unions
- 16- Scientific and Technological Community
- 17- Farmers

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### Stakeholder Management:

Stakeholder engagement and stakeholder management are arguably the most important ingredients for successful service delivery. AASTMT depends on people to respond to the outputs and benefits that they deliver, People will only respond if they are engaged.



### Stakeholder key principles

Stakeholder Management targets the positive response of those people to our activities and services. The project manager frequently engage stakeholders to achieve the objectives.



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## 1) Communicate

Before aiming to engage and influence our stakeholders, it's crucial we seek to understand the people AASTMT will work with.

## 2) Consult, early and often

AASTMT early and regularly clarify to our stakeholders our purpose, scope, risks and approach so that to agree on the achieved requirements.

## 3) Stakeholders are human

AASTMT respects that our stakeholders are human and we are aware that they may not always behave in a rational, reasonable, consistent attitudes.

## 4) Planning

AASTMT plans a conscientious and measured approach for stakeholder engagement to encourage their engagement and bring significant benefits.

## 5) Relationships are key

AASTMT trusts their stakeholder and develops strong relationships with them. And where there is trust, people work together more easily and effectively.

## 6) Quick actions

Over and above conventional planning, using foresight to anticipate hazards, and taking simple and timely actions with stakeholders to significantly improve our services delivery.

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## 7) Just part of managing risk

Stakeholders are important influential resources. AASTMT treats them as potential *sources* of risk and opportunity within our institute.

## 8) Compromise

The initial step is to establish the most acceptable baseline across a set of stakeholders' diverging expectations and priorities.

## 9) Understand what success is

AASTMT's success means different things to different people , AASTMT knows what stakeholders need to reach success.

## 10) Take responsibility

Stakeholder engagement is not the job of one member of our institute. It's the responsibility of everyone at AASTMT to understand their role and to follow the right approach to communication and engagement.

Approved

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