



National Open University of Nigeria

SOP Title	Directorate of Advancement and Linkages (DAL)
SOP No:	NQSA/SOP/CPL/003
Owner:	National Open University of Nigeria (NOUN)
Approved By:	The University Senate
Manager/Driver:	Directorate of Advancement and Linkages (DAL)
Date of Approval:	
Date of Next Review:	The date will be 3 years from the date of approval (to be inserted after approval)

Purpose

To Co-ordinate and manage linkages between NOUN and various public or private sector institutions and organisations locally and internationally for purposes of qualitative manpower training, capacity building, and scientific/technological advancement.

Directorate of Advancement and Linkages Activities

1. Developing, and maintaining collaborative relationships with international universities, institutions, and organizations.
2. Fostering local and international collaborations, partnerships, and promotional activities with institutions of higher learning, corporate organizations, and other relevant bodies and facilitate the signing and implementation of Memoranda of Understanding (MoUs) and partnership agreements.
3. Fostering strong and lasting relationships with alumni and mobilizing financial and non-financial support for the University.
4. Projecting the image, values, and achievements of the University to both internal and external audiences.

Activities and Actions

S/N	Activity (Assigned Task)	Steps (Task Description)	Maximum Days to complete each step	Action by (Name and ID number)	Evidence of completed Activity (Task)
1.	Developing, updating and maintaining a comprehensive Alumni database	Data Collection Planning Identify key data fields (e.g., name, graduation year, program, contact information, employment status). Develop a data collection template.	120 days		Data collection template available online

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2	Fostering International Partnerships, Promoting Academic Exchange Programs and Facilitating Global Research and Development Opportunities	Identification of Potential International Partners Conduct research to identify reputable universities, institutions, and research organizations aligned with the university's mission and focus areas.	120 Days		Official correspondences/emails with partner institutions. Reports or minutes from meetings held with international partners.
		Stakeholder Engagement and Internal Review Engage relevant faculties and departments to align academic or research			Official correspondences/emails with partner institutions and NOUN staff Reports or minutes from meetings held with international partners.

		priorities and ensure internal readiness for collaboration.			
		Drafting and Reviewing MoUs/Agreements Work with legal and administrative units to draft formal agreements outlining the scope of collaboration, exchange modalities, and responsibilities			Copies of signed Memoranda of Understanding (MoUs) or agreements with international institutions. Photos or media reports of signing ceremonies or exchange visits. Lists of participants in exchange programs (faculty/students).

S/N	Activity (Assigned Task)	Steps (Task Description)	Maximum Days to complete each step	Action by (Name and ID number)	Evidence of completed Activity (Task)
3	Fostering local and international collaboration	Mapping and Identification of Target Organizations	120 Days		Emails, proposals, or letters sent to or received from partners.

	s, partnerships, and promotional activities with institutions of higher learning, corporate organizations, and other relevant bodies.	Identify local and international institutions and corporate bodies aligned with the university's strategic goals.			
		Initiating Contact and Building Relationships Send formal letters of interest or proposals for collaboration. Schedule introductory meetings (virtual or physical) to present the university's strengths and potential collaboration areas.			Event reports , attendance sheets, and photos from joint workshops, seminars, or promotional activities.
		Internal Alignment and Stakeholder Consultation Consult with relevant university units (faculties, directorates) to define			Emails, proposals, or letters sent to or received from the university directorates /faculties/departments and units.

		collaboration interests and responsibilities			
		Development and Review of MoUs/Agreements Draft partnership agreements or memoranda of understanding (MoUs), ensuring clarity in scope, benefits, and mutual responsibilities.			Copies of signed MoUs/agreements with institutions and organizations.
4	Projecting the image, values, and achievements of the University to both internal and external audiences	Develop a Strategic Communication Plan: Identify communication goals aligned with the University's vision and mission. Outline key messaging for various stakeholders (students, alumni, partners, media).	120 days		Approved and implemented University communication strategy document. Copies of newsletters, flyers, press releases, and branded materials.

		Social Media and Online Presence Management: Regularly update the University's social media platforms with relevant content. Monitor engagement and adjust strategy based on analytics.			Social media analytics reports showing engagement levels and reach
		Brand Management: Ensure consistent use of the University's logo, colors, and identity materials across platforms.			Branding guideline document and samples of implemented brand materials.

Team of Developers

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