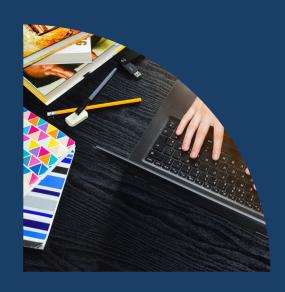
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COMMUNITY ENGAGEMENT (CE) AND MYRA STAR RATING (MSR): ITS APPLICATION AND SIGNIFICANCE

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ABSTRACT

Community Engagement (CE) and MyRA Star Rating (MSR) constitute integral elements within UiTM's performance indicators, offering guidance to academicians seeking involvement in community-related activities. This strategic initiative serves not only to bridge university intellectuals with communities but also to acknowledge and appreciate their impactful contributions. This article explores the application and significance of CE and MSR as crucial components in fostering meaningful engagement between academia and local communities.

Keywords: Community Engagement (CE); MyRA Star Rating (MSR); Performance Indicator; Community Social Responsibility (CSR)

INTRODUCTION

Community Engagement (CE) and MyRA Star Rating (MSR) administered through PRIME (Portal for Research and Innovation Management) (UiTM, 2023), are fundamental components embedded in UiTM's comprehensive performance indicators, providing valuable guidance for academicians eager to participate in community-related activities. This strategic initiative extends beyond a mere performance metric; it is a deliberate effort to establish a symbiotic relationship between university intellectuals and local communities. By doing so, it not only facilitates the integration of academia into the societal fabric but also recognizes and appreciates the profound impact of their contributions.

This article delves into the multifaceted significance of CE and MyRA Star Rating, examining their roles as crucial instruments in fostering robust engagement between academia and local communities within the academic context (Norhafiza Hashim, 2023; PRIME System, 2023). The exploration encompasses the strategic implications of these indicators, elucidating their potential to drive meaningful interactions, promote knowledge exchange, and contribute positively to both academic and community development. Through this investigation, the article aims to contribute valuable insights to the broader discourse on effective university-community engagement, elucidating its application and significance through an academic lens.

THE APPLICATION AND SIGNIFICANCE

Community Engagement (CE) serves as a guiding framework for academic professionals in aligning with performance indicators. Both CE and MSR function as essential benchmarks, providing systematic guidance for academicians actively engaging in community-related pursuits. The strategic utilization of PRIME platforms plays a pivotal role in optimizing the assessment and management of CE and MSR initiatives, ensuring a structured approach to tracking and comprehensive evaluation. Within the PRIME platform, all CE programs are meticulously recorded, intricately linked to Star Rating Applications that delineate MSR ratings ranging from 1 to 5 stars (PRIME System, 2024). This integrated

system further aligns star ratings with the My Academic Teaching Portfolio (MyATP), thereby serving as a robust reflection of an academician's dedicated performance in community service.

The academic significance of CE and MSR transcends traditional metrics, contributing profoundly to knowledge exchange and development. These frameworks actively cultivate a dynamic exchange of knowledge and resources between academia and communities, fostering reciprocal learning and mutual growth. This symbiotic interaction not only augments academic discourse but also imparts invaluable practical insights that significantly enhance academic research through the active engagement of scholars with local communities. The intrinsic value of these initiatives lies in their potential to fortify the academic foundation while concurrently enriching the broader societal landscape.

CONCLUSION

In conclusion, CE and MSR serve as integral benchmarks guiding academicians' involvement in community-related activities. The PRIME platform facilitates streamlined assessment and management, linking CE programs to MSR ratings and connecting them with MyATP for comprehensive performance evaluation. This structured system not only enhances academic performance in community service but also fosters reciprocal knowledge exchange between academia and communities, enriching academic research and contributing to mutual growth.

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