



International University of Sarajevo Communications Strategy

Introduction

The International University of Sarajevo is aware of the fact that, in order to achieve its aims, it must communicate highly effectively with its key audiences and stakeholders both in Bosnia and Herzegovina and abroad. As a responsible institution established by the Foundation for Education Development Sarajevo, the University acknowledges the importance of sharing information with audience and stakeholders and will strive to ensure that its communications are at all times following principles of openness, truthfulness, transparency and consistency.

The University will maintain an effective and open dialogue with a diverse range of audiences that include, but are not limited to: staff, current and prospective students, alumni, media, government representatives, local residents, different social groups, and others alumni.

University's communications, providing appropriate support to University staff and ensuring above mentioned principles are followed, is under the authority of University's Public Relations Office, with appropriate governance from University Management (Board of Trustees, Foundation for Education Development and Rector).

A reliable Information Communications Technology infrastructure is fundamental to the success of the Communications Strategy. Therefore it is of outmost importance to have functional web site, as web is the University's primary communications tool from which information is given to students and public.

Main aims of the Communications Strategy are:

Developing the IUS brand –Strategy aims to design, develop and maintain strong IUS identity that supports communication with all audiences, as well as protect the University's reputation and brand. The IUS brand should evolve to support the Management plans for the growing of the Campus and larger intake of students.

Staff – Strategy aims to ensure that all staff is informed of the University's vision, aims and strategy. With regular meetings, staff should be consulted and involved in the creation of Strategy, as well as asked for a regular feedback.

Students - Strategy aims to ensure that all current students are appropriately and effectively informed. It also aims to involve students in institutional decision making and asks them to give regular feedback, as well as constructively contribute to University plans. Strategy aims to make the University's public activity and results visible to staff and students.



Prospective students and staff – Strategy aims to market the University to prospective students and their families by various means, including, but not limited to, personal contact and the production of high quality printed and electronic promotional materials. Materials will provide relevant and accurate information on University study programs, academic personnel and other information of importance to students. Promo materials will clearly present the University's strengths in academic area and will name reasons to choose this University over others. Based on whether marketplace is domestic and international, University will adjust its promotional activities.

Press and Media – Strategy aims to maintain a Public Relations Office to manage the University's dialogue with external communicators, students, parents, and print, broadcast and electronic press and media. Office will produce regular news and feature stories which demonstrate the University's strengths in research and teaching and its relevance to public life.

Being dedicated to consistency – Strategy aims to ensure that all University communications consist of truthful and up to date information. It also aims to ensure that the University's key messages are presented consistently in all communications and that University's web presence is an accessible source of accurate information for all internal and external audiences. All written and oral communication at University should, where possible, meet standards of Plain English. Usage of Bosnian and Turkish language is allowed when audience is of that nationality.

Government and local representatives - Strategy aims to develop and maintain dialogue, as well as nurture relationships with representatives of municipal, city, cantonal, federal and state levels in Bosnia and Herzegovina, namely mayors, ministers and other officials. Strategy aims to demonstrate the University's relevance and importance to public life.

Alumni – Strategy aims to engage and involve alumni in the ongoing life of the University and to encourage them to associate with University successes, innovation and opportunities. It also aims to maintain and develop contact and involvement with former students throughout life.

Aims articulated as part of this Communications Strategy will be delivered by the Plan, its sub-strategies and the operational plans of Faculties and Administrative Units.

Efficient Communications Strategy is of out-most importance in conveying IUS image to the public and should be taken seriously.

This Communications Strategy enters into force on the day of its adoption.