PUBLIC RELATIONS STRATEGY

Travnik, June 2010
Contents

INTRODUCTION ..............................................................................................................................................3

1. PUBLIC RELATIONS (PR) STRATEGY OF THE UNIVERSITY ...............................................................5

2. BASIC PRINCIPLES OF PR STRATEGY OF THE UNIVERSITY ..............................................................6

3. OBJECTIVES OF PR STRATEGY ..............................................................................................................7

4. RESPONSIBILITY FOR IMPLEMENTING PR STRATEGY .........................................................................7

5. COMMUNICATION CHANNELS AND TARGET GROUPS ........................................................................8

   5.1. Communication with students ...........................................................................................................8
   5.2. Communication with partners ..........................................................................................................8
   5.3. Communication with institutions, companies and NGOs ...............................................................8
   5.4. Communication with media ............................................................................................................8
   5.5. Communication among employees ..................................................................................................8
INTRODUCTION

University “VITEZ” Travnik is an independent academic, educational and scientific institution founded on the principles of the partnership between public and private sectors.

The University performs its activities in accordance with the Law on Higher Education brought by the decision of the Ministry of Education, Science, Culture and Sport of Middle Bosnia Canton, No. 03-38-8/08-5 dated from June 11 2008 by which the University is listed in the Higher Education Institutions Registry.

Within the framework of its higher education activities, University “VITEZ” Travnik independently or in collaboration with partners perform undergraduate (first cycle), graduate (second cycle) and postgraduate (third cycle) studies.

Members of the University are:

1. Faculty of Business Economics
   Courses:
   - Entrepreneurial Management
   - Finance, Banking and Insurance Management
   - Public Sector Management and Administration
   - Marketing and Trade Management
   - Tourism and Hospitality Management
   - Accounting and Auditing Management
   - Agricultural Management

2. Faculty of Law
   Courses:
   - General Law
   - Business Law

3. Faculty of Business Informatics
   Courses:
   - Business Informatics
• Informatics- Teacher Training
• Information Technology

4. Faculty of Health Care
Courses:
• Nursery
• Physical Therapy and Occupational Therapy
• Health Care Management
• Sanitary Engineering
• Obstetrics and Gynaecology

The University has established the Institute and Education and Career Guidance Centre as part of which scientific research, projects, seminars, round tables, scientific conferences, etc. will be organized and conducted in order to meet the needs of the Bosnian-Herzegovinian economy.

The University has signed collaboration agreements with:

University of Rijeka- Faculty of Economics
University of Belgrade- Faculty of organizational Sciences
University of Rijeka- Faculty of Management in Tourism and Hospitality
College “Baltazar Adam Krčeći” in Zaprešić
Institute for Public Health of Middle Bosnia Canton
Aquareumal- Fojnica
Franchising Centre B&H- Vitez
Cantonal Court in Novi Travnik
General Hospital Travnik
General Hospital “Prim.dr. Abdulah Nakaš” Sarajevo
Municipality Bugojno

The University tends to develop a very good collaboration with all entrepreneurs willing to provide students with practical experiences. The University will continue to expand its collaboration with other partners.
In its Public Relations strategy, the University must take account of all its target groups:

- currently enrolled students at the University;
- future students at the University;
- graduates;
- institutions, companies, NGOs;
- media;
- employees of the University.

1. PUBLIC RELATIONS (PR) STRATEGY OF THE UNIVERSITY

University “VITEZ” Travnik has a vision of the future based on the premise that the societies in the region of South Eastern and Eastern Europe are in the process of changes, reforms and transition towards the civil democratic societies characterized by parliamentary pluralism, a state of law, a state of legislation and market economy with the predominance of private ownership. There is no doubt that in the new era the fresh deeply rooted knowledge is a prerequisite which, above all, means a step forward from the present cultural and social surroundings in Bosnia and Herzegovina towards a new view of the world and a different approach to the economy, legal system, health care, information dissemination and knowledge acquirement. A holistic approach to the phenomenon of “good” for each individual means the improvement of individual and family health, democratization of knowledge, free will and responsibility, ensuring the high quality living and integration of an individual with his/her environment, family and local community. Within these tasks, the University aims to take over responsibility for performing the role of the educator.

The efficiency and effectiveness of the studies, attractiveness of multidisciplinary teaching programmes which correspond to the challenges ahead, as well as psychological and entrepreneurial motivation of students through the interactive pedagogical technologies in the organization and teaching and scientific processes- all
the above mentioned contribute to the high rate of successful students what, on the other hand, proofs the overall quality of the knowledge and skills transferred to students, but also the highest level of students’ motivation.

University “VITEZ” Travnik is a legally registered educational and scientific institution in private ownership which acts under the laws of Bosnia and Herzegovina and the laws of Middle Bosnia Canton. The University is an independent legal entity headquartered in Travnik.

The mission of the University is to educate students in order to be prepared and qualified for dealing with complex challenges in the modern business world by using their experience and following the examples of the world’s best universities. The University also aims to contribute to society in general.

The main goal of the University is the realization of the Bologna process through the first, second and third cycle of study that will allow the accreditation of diplomas in the whole of Europe.

In order to fulfil its goals and mission, the University places the emphasis on the establishment of good communication with its target groups providing them with timely and accurate information.

Based on these requirements, the University has developed its public relations strategy, discussed in details in subsequent chapters.

2. BASIC PRINCIPLES OF PR STRATEGY OF THE UNIVERSITY

The key principles of PR strategy of the University are based on:

- transparent, two-way communication;
- intensive communication with our users and partners;
- clear, understandable and timely communication;
- publication in accordance with the University corporate image;
- sent messages in accordance with basic principles of the University;
- transparency in all activities and achievements;
• unbiased and apolitical communication;
• any form of communication designed to help in achieving the University goals;
• two-way and timely communication between employees.

3. OBJECTIVES OF PR STRATEGY

The main objectives of PR strategy are:
• to promote the University and the Bologna education principles;
• to initiate the enrolment of new students;
• to timely provide information to all enrolled students;
• to maintain close relationships with graduate students;
• to timely and accurately provide public information;
• to build distinctive brands of study programmes based on the quality of curricula and academic stuff;
• to build the University image of a leader among private universities in Bosnia and Herzegovina;
• to create and maintain an environment of trust and loyalty among employees at the University.

4. RESPONSIBILITY FOR IMPLEMENTING PR STRATEGY

Persons responsible for implementing PR strategy of the University are: the Rector of the University, the Managing Director, Faculty Deans, the Director of Education and Career Centre, the Director of the Institute, the Director of Quality Assurance Centre and the stuff communicating information to our students or partners and guests of the University.
5. COMMUNICATION CHANNELS AND TARGET GROUPS

Communication channels are defined in accordance with the target groups.

5.1. Communication with students

When communicating with students, we need to distinguish three groups of students:
- enrolled students;
- prospective students yet to be enrolled;
- graduate students.

Communication with enrolled students in all three study cycles is accomplished through oral communication with teachers and teaching assistants in the process of teaching, as well as via e-mails, forums and websites.

Students enrolled at the University are provided with an e-mail account, as well as with e-mails of all teaching stuff.

Furthermore, students establish mutual communication through student newspapers, student radio and Student Union website- all of which are supported by the University.

Communication with prospective students is accomplished through our website, promotional materials, advertisements, oral presentations organized in high schools, visits to different work organizations and institutions.

Each year the University prepares a new student enrolment campaign (available in promotional strategies given in the appendix).

During the enrolment campaign, the University engages an advertising agency and all its stuff.

Communication with graduate students is accomplished by means of the University web site and Alumni association.

5.2. Communication with partners
The University will organize periodical meetings with all its partners in order to discuss the achievements of their collaboration and new activities.

Additional forms of communication are achieved through frequent exchange of e-mails, phone conversations and meetings.

5.3. Communication with institutions, companies and NGOs

The University will regularly invite the representatives of institutions, ministries, companies and NGOs to all significant events.

Furthermore, important issues related to the work of the University and mutual collaboration with previously mentioned organizations will be discussed through frequent exchange of letters, e-mails and phone conversations.

All organizations will also receive the University promotional material.

5.4. Communication with media

Depending on the significance of certain event (seminars, the arrival of distinguished guests, etc.), the University will inform media representatives through PR communication.

Also, Press Conferences will be held.

5.5. Communication among employees

Communication among employees is accomplished through oral agreements, e-mails and meetings on daily basis.

Weekly meetings of all employees will be held within the University and, during the week, smaller meetings will be organized where certain specific topics will be discussed.