

Exploring the potential of the UNICA PR & Comms Group



Kris Dejonckheere, UNICA Secretary General

UNICA in short

Founded in 1990

46 universities

35 capital cities: from Tallinn to Lisbon, and
from Oslo to Nicosia

10 working groups & over 15 meetings per
year

1,800,000 student & 150,000 staff

Website www.unica-network.eu
attracting 11,000 visitors per month





We want to be ...

.. A bridge builder

Bringing universities together, **building trust**, supporting and facilitating co-operative projects, offering training, providing a forum for the exchange of knowledge and good practices

..A think tank

Gathering the expertise and the recommendations of UNICA universities, articulating the views of member universities to policy makers





But above all, UNICA is a **network
*net + work***

Interconnected group(s) of
people **working together**
and
creating **hubs of**
knowledge
for **mutual assistance and**
support.



UNICA COMMUNICATION

UNICA

www.unica-network.eu



www.ugaf.eu





10 UNICA WORKING GROUPS/PLATFORMS

**UNICA Group on PR
& Communication**

UNICA Rectors

**EU Research
Officers
Meetings**

**UNICA
Edu Lab**

**UNICA PhD
OFFICERS**

**Scholarly
Communication**

**Make!t
happen**
Student
Action Plan

**UNICA
International
Relations Officers
meetings**

UGAF

UNICA GREEN ACADEMIC FOOTPRINT

**UNICA Student
Conference**

UNI-MED

**UNICA Green
Academic Footprint**

www.unica-network.eu



PAST PR & COMMS OFFICERS MEETINGS

Sharing,
learning,

adding value

2011

- Humboldt U. zu Berlin

2012

- University of Ljubljana

2013

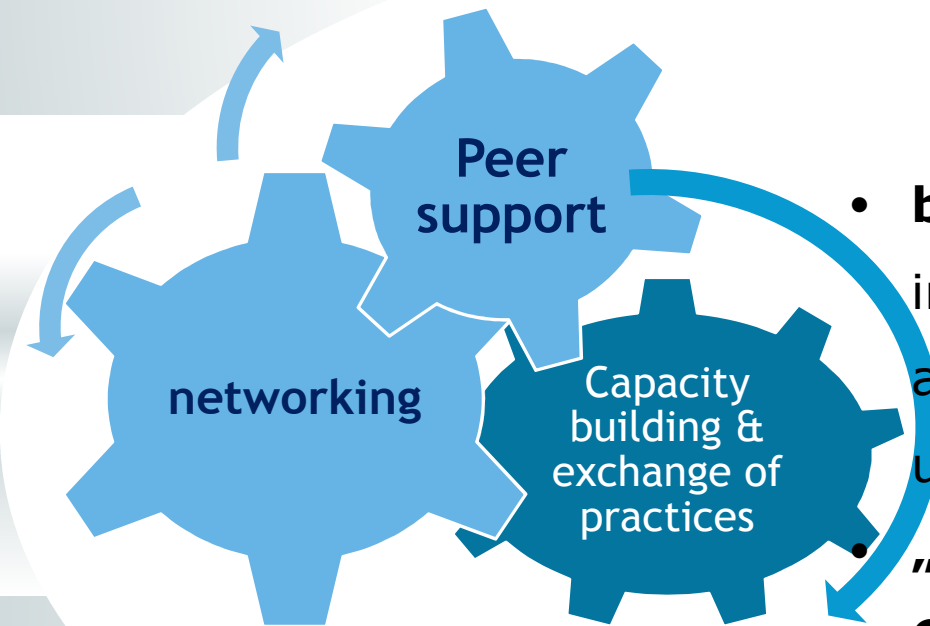
- University of Cyprus

2014

- Vilnius University



WHY PR & COMMUNICATION MEETINGS?



- **bottom-up** initiative – the influence of **internationalisation** and **global financial situation** on university communication
- **„Glocalisation” @ university**
- **Changing status of university PR & communication**
- **New communication & marketing challenges**

Sharing,
learning,

adding value

www.unica-network.eu



REFLECTION

Sharing,
learning,
adding value

What can we do together?

What can the Group do for my
University?

What can we do for UNICA?

UNICA SUMMER/WINTER SCHOOLS

www.unicasummerschools.eu
www.unicawinterschools.eu

UNICA

The screenshot shows the website's header with the UNICA logo and navigation links: Home, News, Schools, Universities, and Login. Below the header is a search bar with the placeholder text 'Topic or Location' and a 'Search' button. The main content area features a colorful illustration of various European city landmarks. Below this, there is a map of Europe with red location pins. A sidebar on the left lists 'Latest school programmes' with details for three summer schools: 'New Directions in Arts & Cultural Management', 'Public Management, Strategy & Leadership', and 'Health Policy & Management'. Each entry includes the university (King's College London), course dates, application deadline, and topic area.

UNICA Summer and Winter Schools Programmes

Home News Schools Universities Login

Discover Summer and Winter School Programmes from the Universities of the Capitals of Europe

Topic or Location Search

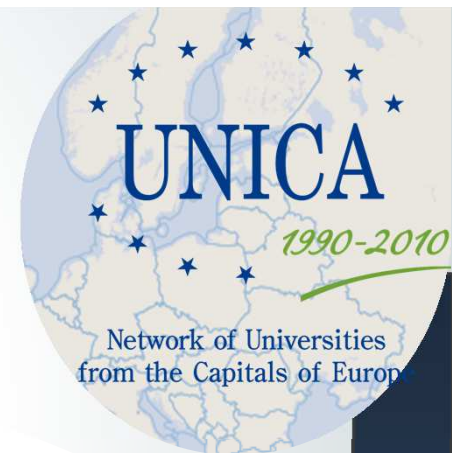
Latest school programmes

- New Directions in Arts & Cultural Management** Summer school
University: King's College London
Course dates: 30 June, 2014 to 4 July, 2014
Application deadline: 31 May, 2014
Topic area: Art & Design
- Public Management, Strategy & Leadership** Summer school
University: King's College London
Course dates: 23 June, 2014 to 27 June, 2014
Application deadline: 31 May, 2014
Topic area: Multidisciplinary, Social Sciences
- Health Policy & Management** Summer school
University: King's College London
Course dates: 30 June, 2014 to 4 July, 2014
Application deadline: 31 May, 2014
Topic area: Medicine, Multidisciplinary, Social Sciences
- Education Management & Leadership** Summer school

Launched in
February 2014

Lists **more than 180** school programmes of **23** UNICA universities and their partners

Possibility of search by location, topic or date



Filter by location:

United Kingdom
Estonia
Germany
Finland
Netherlands
Belgium
Lithuania
Hungary
Slovenia
France

Filter by topic area:

Multidisciplinary	71
Social Sciences	54
Economics	37
Language	
Art & Design	
Engineering & Sciences	
IT	
Medicine	

Filter by start date:

2014	163
2013	2
2015	1

The portal has attracted the highest number of visitors from Italy, Belgium, Czech Republic, Germany and the United States



Latest school programmes

	European Identity?	Summer school
University: Vrije Universiteit Brussel		
Course dates: 7 July, 2014 to 19 July, 2014		
Application deadline: 1 June, 2014		
Topic area: Economics, Multidisciplinary, Social Sciences		
	Lithuanian Language Two-week Summer Course	Summer school
University: Vilnius University		
Course dates: 30 June, 2014 to 11 July, 2014		
Application deadline: 29 June, 2014		
Topic area: Language		
	Lithuanian Language Two-week Winter Course	Winter school



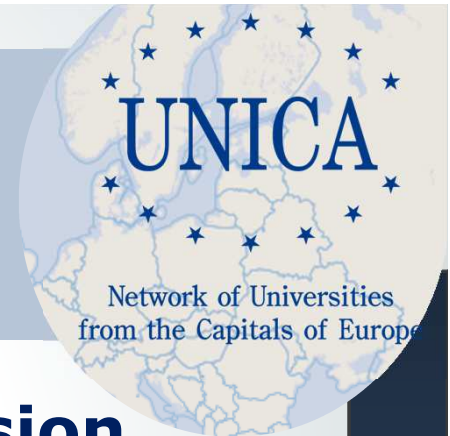
WE WILL APPRECIATE YOUR FEEDBACK!



- **How to develop the portal?**
- **Shall we keep it restricted to the members and partners or open it to all universities?**



INTERNAL COMMUNICATION: A CASE STUDY OF UNICA MISSION STATEMENT



UNICA is considering changing the Mission Statement.

How to proceed with the internal communication?

- **Communication SC/ GA**
- **Should all the WG's be involved?**
- **How to discuss the topic?**
- **How to gather input?**



Thank you for listening!

www.unica-network.eu