



UNICA 6th PR & Communications Workshop Survey Results

14 institutions responded to the survey, 2 responses incomplete

Universities which responded to the survey



University of Luxembourg

Université Paris Dauphine

Sapienza Università di Roma

King's College London

Université libre de Bruxelles

Tallinn University of Technology

University College Dublin

University of Bucharest

University of Copenhagen

Vilnius University

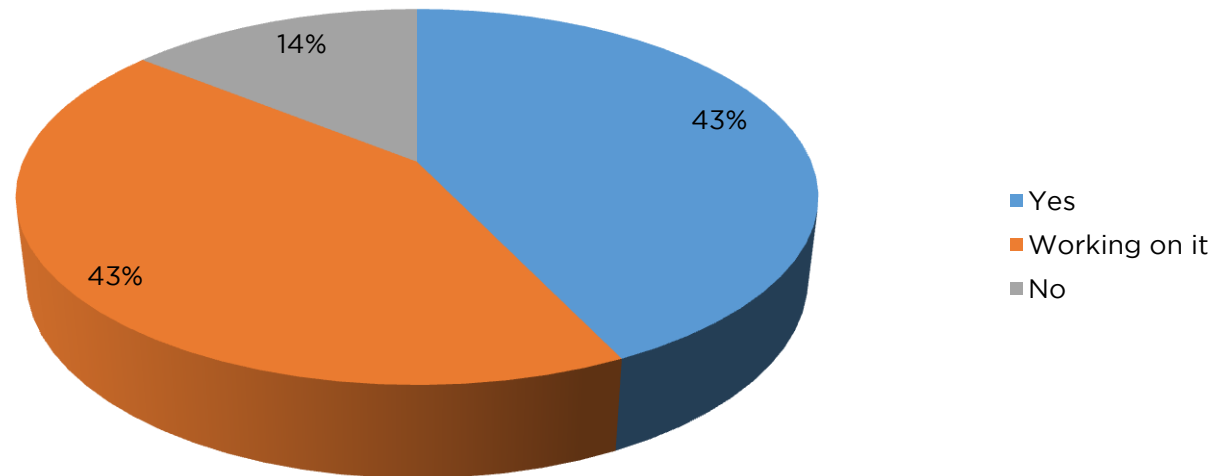
University of Lausanne

Università degli Studi di Roma "Tor Vergata"

Higher School of Economics (Moscow)

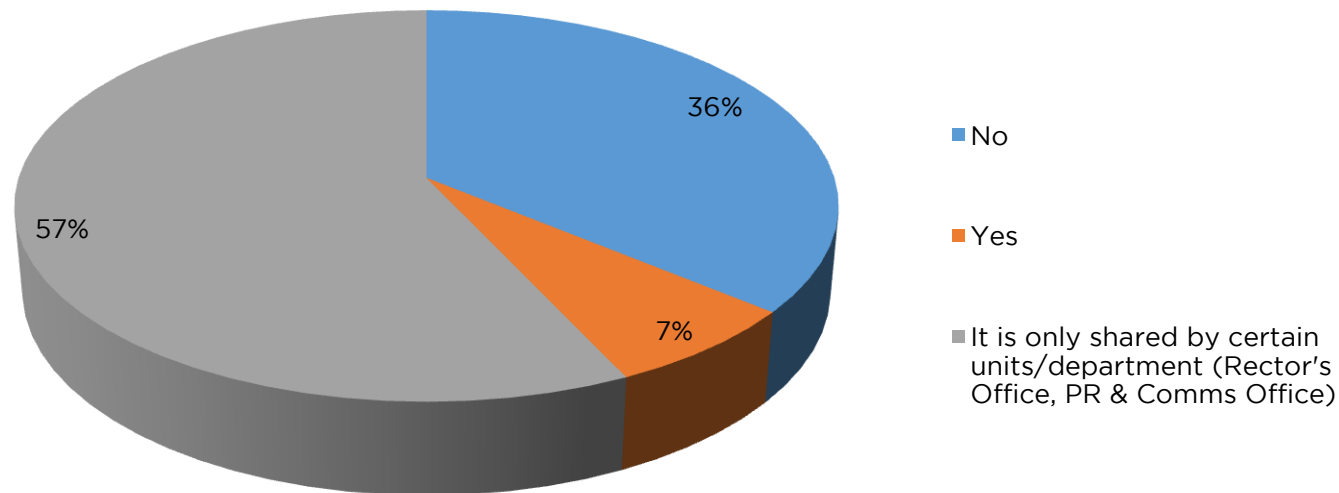
London South Bank University (*non-UNICA*)

Does your institution have a defined PR & Communication strategy?



1. Does your institution have a defined PR & Communication strategy?

Is your PR & Comm strategy publicly available?

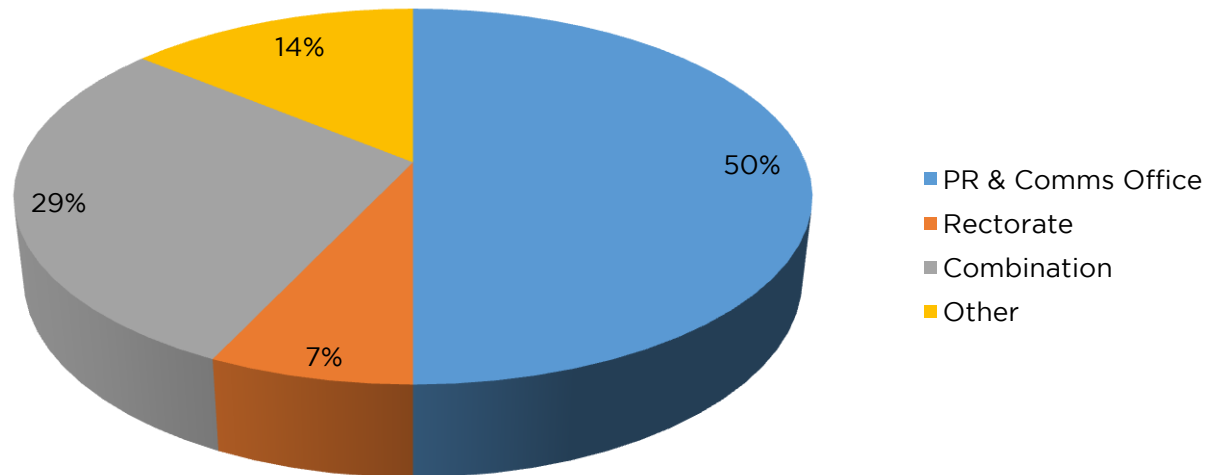


Possible answers:

- No
- Yes, it can be downloaded from our website
- It is available for the university staff through intranet
- It is only shared by certain units/departments (Rector's Office, PR & Comms Office)
- Other

2. Is your PR & Communication strategy publicly available?

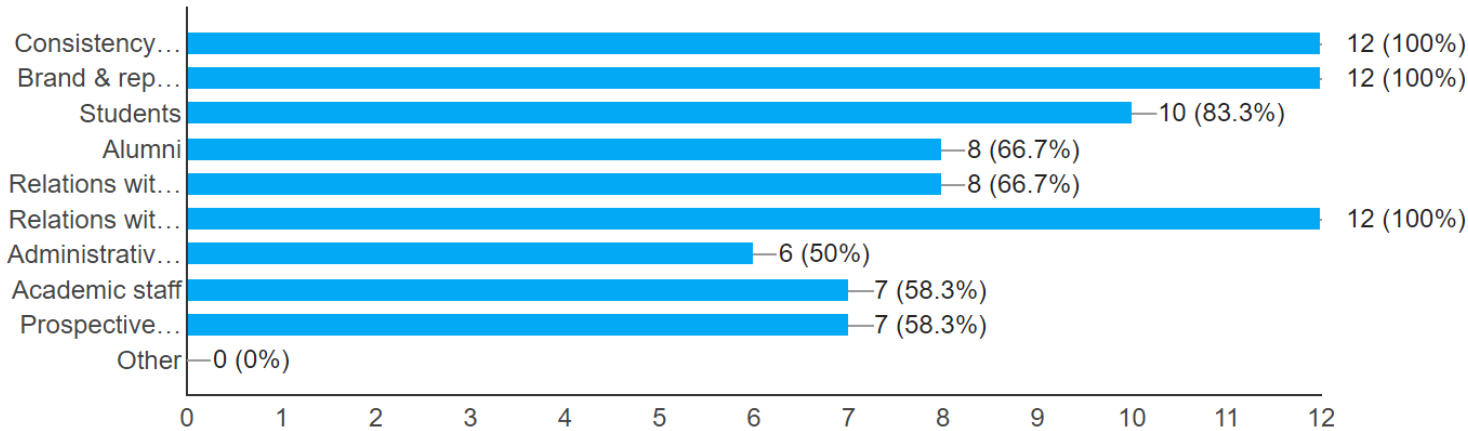
Who is responsible for the development of PR & Communication strategy at your institution?



Possible answers:

- Rectorate
- University Senate
- University Management Board
- PR & Communication Office
- Combination
- Other

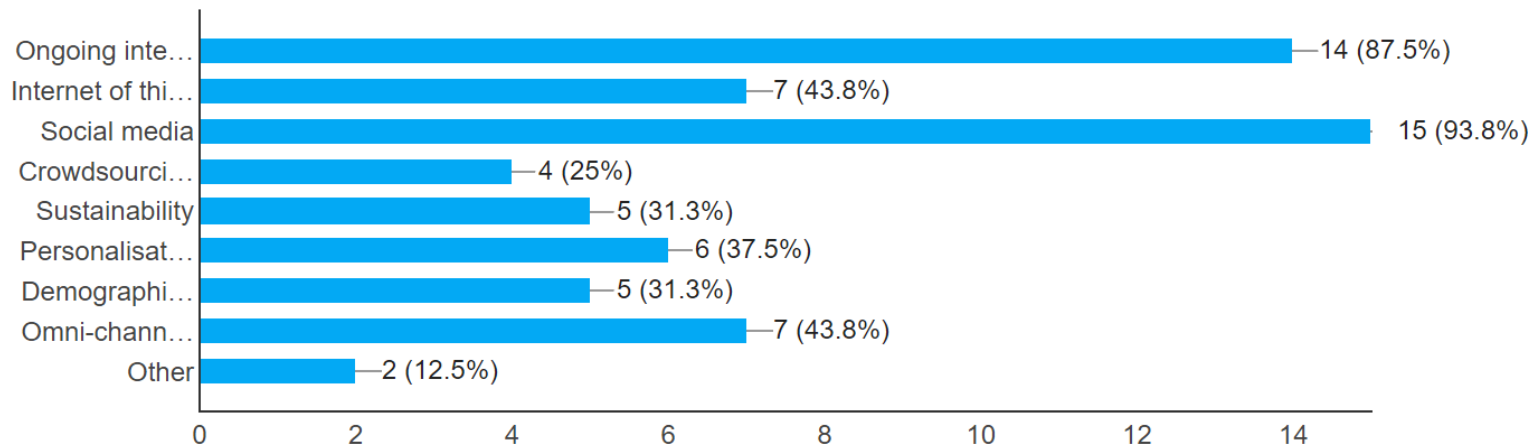
3. Who is responsible for the development of PR & Communication strategy at your institution?



Possible answers

- Consistency with the institution's mission, vision and values
- Brand & reputation
- Students
- Alumni
- Relations with business/industry/employers
- Relations with press & media
- Administrative staff
- Academic staff
- Prospective students & staff

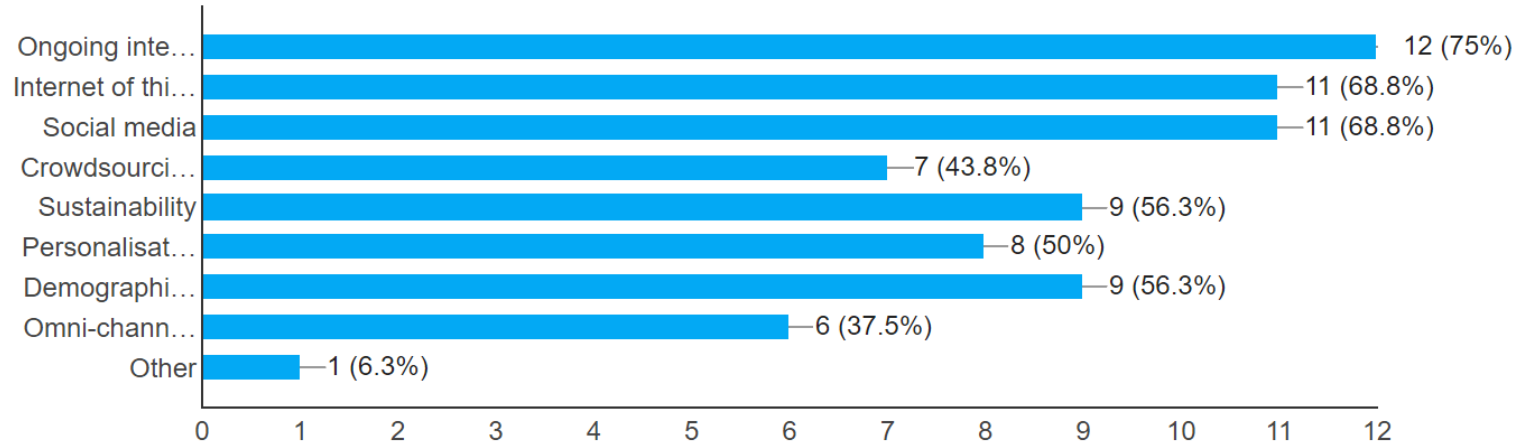
4. Please mark the elements that are included in your PR & Communication strategy



Possible answers

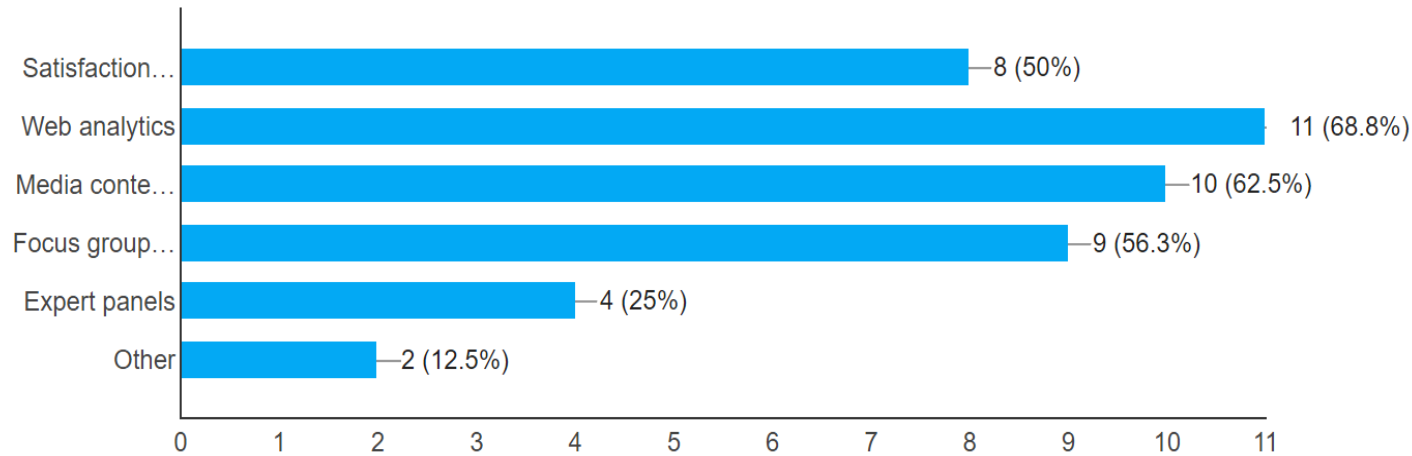
- Ongoing internationalisation of Higher Education
- Internet of things and hypeconnectivity
- Social media
- Crowdsourcing and co-creation
- Sustainability
- Personalisation
- Demographic changes
- Omnichannel communication
- Other

5. Please mark those trends that are most likely to have an impact on PR & Communication strategy of your institution WITHIN the next 5 years



- Ongoing internationalisation of Higher Education
- Internet of things and hypeconnectivity
- Social media
- Crowdsourcing and co-creation
- Sustainability
- Personalisation
- Demographic changes
- Omnichannel communication
- Other

6. Please mark those trends that are most likely to have an impact on your University PR & Communication strategy LATER THAN 5 years from now



Possible answers:

- Satisfaction and need assessment surveys among stakeholders (students, staff, etc.)
- Web analytics
- Media content analysis
- Focus groups
- Expert panels
- Other

7. How is your PR & Comms strategy assessed?