

<b>Protocol</b>	
<b>Quality area</b>	Communication, public relations
<b>Useful for ENQA review</b>	ESG standard: 2.2, 2.4, 2.6, 3.4, 3.6
<b>Operation years</b>	2021-2025
<b>Approved by</b>	ANQA director
<b>Version</b>	01
<b>Responsible for the Quality Area</b>	Public relations manager
<b><u>Strategic goals</u></b>	
<ol style="list-style-type: none"> <li>1. Prevision of events aimed at creating and strengthening a culture of continuous quality improvement in the field of education and ensuring proactive and continuous communication and cooperation with stakeholders.</li> <li>2. Continuous development of expert skills.</li> <li>3. Dissemination of local, international best practices and culture.</li> <li>4. Ensuring continuous communication with the participants and make ANQA activities transparent.</li> </ol>	
<b><u>Targets</u></b>	
<ol style="list-style-type: none"> <li>1. Institutional capacity building of institutions and improvement of events aimed at quality assurance of AP.</li> <li>2. Expansion of the expert database and diversification according to professional educational spheres.</li> <li>3. Increasing the involvement of ANQA stakeholders in ANQA processes, expanding communication and cooperation.</li> <li>4. Improving accountability and transparency processes of ANQA.</li> <li>5. Improving PR policy.</li> <li>6. Increasing the visibility of ANQA activities on national and international platforms.</li> </ol>	
<b><u>Indicators for evaluating targets</u></b>	
<ol style="list-style-type: none"> <li>1. Assessments confirming the effectiveness of ANQA stakeholders' participation in meetings and events.</li> <li>2. Assessments confirming the satisfaction of the employees of the institutions trained at ANQA.</li> <li>3. Recording of the applicability of knowledge and skills acquired by the staff of the institutions during ANQA trainings.</li> <li>4. Assessments of the satisfaction of the experts from the trainings organized by ANQA, assessments of the satisfaction of the experts involved in the accreditation process by ANQA coordinators.</li> <li>5. Records of the usage of information provided about ANQA processes and consultation to stakeholders.</li> <li>6. Proper and regular presentation of ANQA activities on the official website, social networks, local media platforms.</li> <li>7. Assessment of stakeholders' awareness of ANQA activities.</li> <li>8. Increase in the number of ANQA stakeholders, followers and subscribers.</li> <li>9. Activation of feedback with stakeholders.</li> </ol>	
<b><u>Description of main activities</u></b>	
<ol style="list-style-type: none"> <li>1. Organizing trainings aimed at developing the institutional capacities of the institution and ensuring the quality of educational programs.</li> <li>2. Organizing trainings for the staff of the institution for implementation of the institutional and program self-evaluation.</li> <li>3. Implementation of continuous training of experts for institutional and programme accreditation processes, aimed at replenishing the ANQA expert database.</li> </ol>	

4. Expand cooperation with sectoral institutions and employers.
5. Providing information and consulting on quality assurance processes to ANQA stakeholders.
6. Ensure effective communication and transparent working style between different groups of ANQA stakeholders, launching of active pages for contribution of strengthening and expanding stakeholder engagement across different social platforms.
7. Collection and dissemination of reliable information about the vocational education system.
8. Dissemination of local and international best practices in the professional field and provision of information aimed at promoting vocational education innovation.
9. Provide appropriate deadlines for Website content in accordance with published documents and information, with ANQA charter, accreditation manual, accreditation procedure, the procedure for registry management and other documents.
10. Identify target audiences on social networks, continuously expand ANQA's presence on social networks, attract new followers and become more accessible for all stakeholders.
11. Keep and expand contacts with journalists by regularly informing them about ongoing processes, providing them with press releases, pictures, videos and share current and upcoming events.

#### **Evaluation**

1. Evaluation of protocol.
2. Evaluation of ANQA internal environment and current processes and issues / through questionnaires /.
3. Stakeholders' satisfaction assessment through questionnaires.
4. Discussions with stakeholders, feedback results.
5. Evaluation of the effectiveness of the trainings of the staff of the institutions and experts through questionnaires.
6. Evaluation of the effectiveness of the provided consultations (through questionnaires, discussions).
7. Annual Facebook survey results (evaluate the structure, content and accessibility of the web-site by stakeholders, come up with new suggestions).
8. Evaluation of data from ANQA Facebook page and Google analytics (at least twice a year).
9. Evaluation of Media monitoring and results.

#### **Responsibility**

Public relations manager

#### **Reporting**

Annual report and thematic analysis

#### **Improvement**

Review the results of assessment and evaluations and include them in the ongoing improvement of the area processes.

#### **Regulatory Documents**

ANQA Charter

ANQA Strategic Plan 2021-2025

**Approved by**  
**ANQA director**  
**Ruben Topchyan**  
**18.10.2021**