Protocol _ COMMUNICATION	
Quality area	**Communication and PR**
It will contribute to the realization of quality assurance concept and the formation of quality assurance culture in TLIs according to ESG requirements and review of the ANQA processes and procedures by ENQA.	ESG standard: 2.1, 2.2, 2.3, 2.4, 3.1
Approved on	25.12.2012
Approved by	*ANQA management*
Valid until	December 2015
Version	02
Responsible for this area	Lilit Zaqaryan
Document number	

Goals

Strategic goal

1. To provide information on policies, processes and mechanisms implemented by ANQA and carry out consultation and trainings for the stakeholders attaching great importance to their contribution to the formation of the quality culture of the organization in compliance with RA legislation and state standards.

Targets

1. Consultation to TLIs' internal quality assurance staff on "Implementing self-evaluation"
2. Discussion and training on "ANQA's approach to the accreditation process" and "Institutional and program accreditation standards and criteria" with the experts.
3. Discussion and training on "The purposes and objectives of the peer-review" and "The role and functions of the coordinator during the accreditation process" with ANQA coordinators.

Indicators for evaluating targets[1]

Processes	Accountability
1. Consultation/training to TLIs' internal quality assurance staff on "Implementing self-evaluation"	Content indicator/ surveys, discussions, review of the material Analysis of the training/consultation package of materials by ANQA staff in terms of its complience to the purpose . • Analysis/report on " TLIs' satisfaction with training and materials" based on the assessment forms /assessment form 1,2 / • Study of the training assessment forms Quantitative indicator • How many educational institutions applied the recommendation after this training /survey/ • Analysis of the list of participants in terms of their participation
2. Training of experts	Preparation of training package Quantitative indicator • How many educational institutions carried out self-evaluation after this

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[1] A package and agenda is developed for each direction

		consultation/training
		• Analysis of the list of participants in terms of their participation
3. Training of the ANQA coordinators	Needs assessment The formulation of themes and preparation of the training package Quantitative indicator • How many accreditation processes were carried out by coordinators after this training • Analysis of the list of participants in terms of their participation

Description of main activities

To form a group to ensure the communication with the stakeholders

Name	Functions and area
R. Topchyan, L. Zaqaryan	Trainings

1. **The frequency of meetings**
   • 3 times per year
   • Every day after trainings
2. **Agenda**
   • Formulation of themes, distribution of tasks, discussion of feedback mechanisms,
   • Before carrying out training /consultation
   • Review and evaluation of the processes
3. **Goals**
   • Planning and distribution of tasks
   • Formulation of common approach and discussion of the material
   • Ensuring feedback and clarifying future plans

Evaluation

The process will allow to assess the whole work already done according to PDCA cycle.
Different assessment methods are applied after each process.
The following methods of evaluation are applied:
1. Meetings
2. Workshops
3. Seminars
4. Discussions
5. Forums
6. Conferences
7. Surveys
8. Trainings
9. Online assessments and discussions
10. Publications
11. Expos
12. TV
13. Consultancies

Accountability/Responsibility
Trainings, consultations– R. Topchyan, L. Zaqaryan, A. Makaryan

Reporting
Annual reports of the area

Improvements
The improvements based on the internal and external evaluation of each area are defined by quality management group. The outcomes and improvements are the part of the annual report. The priorities of the improvements are defined by the Board based on the recommendations of quality management group.

Documents
• Training materials, consultation by using PPt presentations • Questionnaires • Assessment forms • reports/ analyses • Program ensuring stakeholders relations and internal quality assurance

Protocol - PUBLIC RELATIONS	
Quality area	Communication and PR
It will contribute to ensuring the transparency of ANQA activities, strengthening of ANQA-society and stakeholders relations, as well as the establishment of trust towards ANQA activities.	ESG 2.6, 3.4, 3.6
Approved on	25.12.2012
Approved by	ANQA
Valid until	December 2015
Final Version	02
Responsible for this area	Haykuhi Barseghyan
Document Number	

Goals

Strategic goals

1. to ensure media coverage of ANQA activities,
2. to inform the target audience about ANQA activities and processes through all possible means,
3. to ensure trust towards ANQA activities through a continuous positive coverage,
4. to ensure the image of ANQA as an effective working institution,
5. to coordinate media-ANQA relations in order to avoid possible inaccurate coverages, as well as to ensure the transparency of its activities.

Targets

1. to ensure media coverage of the accreditation process in phases ,
2. to ensure publicity and accurate media coverage of the accreditation decisions,
3. to present the full range of ANQA activities through publications,
4. to create a partner network of journalists,

5. to launch a new website, which will have publicly accessible structure and content,
6. to activate ANQA activities on social networks,
7. to ensure ANQAwebsite updates, to provide full information about the Foundation, its activities and achievements,
8. to organize press conferences on ANQA activities and themes of great interest.

Indicators for evaluating the targets

Target	Assessment indicator
To ensure media coverage of the accreditation process in phases	1. What phases of the accreditation process were touched upon 2. How many media outlets published the material
To ensure publicity and accurate media coverage of the accreditation decisions	1. How many media outlets published the accreditation decision 2. How many journalists attended the press conference 3. How many personal reviews were made on the event apart from the press conference and press release
To present the full range of ANQA activities through publications	1. What areas of ANQA activities were touched upon in press releases 2. How many media outlets published the press releases
To create a partner network of journalists	1. How many journalists touched upon ANQA activities during the reporting period 2. How many journalists attended the press conferences and provided contact details for further cooperation
To launch a new website, which will have publicly accessible structure and content	
To activate ANQA activities on social networks	1. Number of Likes during the reporting period 2. Number of publications posted on the webpage 3. Number of people involved
To ensure ANQAwebsite updates, to provide full information about the Foundation, its activities and achievements.	The availability of up to date materials and documents on the website
To organize press conferences on ANQA activities and themes of great interest.	1. The proportion of media events and organized conferences 2. The volume of press conference coverage

Description of main activities
1. to conduct mass media monitoring for finding, reviewing and analyzing publications about ANQA
2. to prepare publications, add them to the website and distribute in mass media,
3. to post materials on social networks regularly for ensuring people's active involvement and awareness in

ANQA activities

4. to develop themes for the press conferences, manage arrangements with press clubs, inform media outlets about it
5. to ensure the publicity of courses, events organized by ANQA
6. to ensure the content of the new website
7. to ensure the content of website "Quality Week", to write press releases, to organize the participation of the journalist in the event and to provide appropriate media coverage
8. to find information sponsors for "Quality Week"
9. to maintain contact with collaborating journalists, to "prompt" them an appropriate theme for the material, if necessary.

Evaluation

1. Number of press releases published on ANQA website
2. How many media outlets published the press releases
3. How many individual materials were made

Accountability/ Responsibility

Haykuhi Baghdasaryan

Reporting

Annual report

Improvements

The overview at the end of the year will allow to identify the unfulfilled and incomplete goals and to develop an appropriate plan for the improvement.

Documents

PR Strategy