

Protocol - PUBLIC RELATIONS	
Quality area	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.	2.2, 2.4, 2.6, 3.4, 3.6
Approved on	01.03.2016
Valid untill	30.12.2020
Approved by	ANQA management
Final Version	03
Responsible for this area	Haykuhi Barseghyan
<p><u>Strategic goals</u></p> <p>To define mechanisms that will contribute to the implementation of the tasks of ANQA PR division i.e. ensuring the transparent activities of ANQA, public trust towards it, stakeholders' awareness, expansion of international recognition and involvement of foreign stakeholders, as well as feedback from stakeholders and the identification of their needs.</p> <p><u>Targets</u></p> <ol style="list-style-type: none"> 1. To have a functioning website with continually updated and complete content. 2. To have active pages on social platform that will facilitate communication with the stakeholders. 3. To have network of partner media and journalists who will regularly cover ANQA's activities <p><u>Indicators for evaluating the targets</u></p> <ol style="list-style-type: none"> 1. ANQA website is available for the stakeholders with its structure and content, 2. The stakeholders' awareness of ANQA activities, 3. Stakeholders' satisfaction with the information about ANQA and methods of communication with the foundation, 4. Increase in the number of stakeholders involved through various platforms, 5. Stakeholders' active participation in events and their feedback, 6. Published information about ANQA on the website, in various mass media and qualitative and quantitative analysis of this information. <p><u>Description of main activities</u></p> <ol style="list-style-type: none"> 1. To ensure the appropriate content of the website and the timeframes of the publication of relevant information in accordance to ANQA Charter, ANQA Accreditation manual, Statute on Accreditation and other documents. <ul style="list-style-type: none"> • After accepting the HEI's application for accreditation to notify about the launched process, to post a publication during the visit, and one more publication after the submitting the plan of elimination of imperfections mentioned in expert report to ANQA. To post an announcement on the website about the upcoming event 3-5 days prior to the meeting of the Accreditation Commission, to send a press release to the mass media about the results of the decision, as well as to publish it on the website. To publish the decision of the Accreditation Commission, ANQA's conclusion about the University, as well as the expert report the following day of the meeting of the Accreditation Commission. After signing the certificate of accreditation by the Ministry of Education and Science post the information in "The Institutional Accreditation of State Register" section of the website, • To post a publication on the website about the ongoing practical (not internal procedural) meetings in ANQA and notify Mass media about the most important ones, 	

- To cover the activities implemented in the frames of TEMPUS,
 - To publish an announcement in the “Events” section of the website at least 3-5 days prior to the upcoming event,
 - To publish the new publications and elaborated materials by ANQA on the website,
 - To update the content of the website, if necessary.
2. To identify the target audience in social networks, to continuously expand ANQA’s presence in social networks, to involve new followers and be more available for the stakeholders:
 - To share the link of ANQA page in different Facebook groups once every 1-2 months and inform about the mission of the page and about upcoming opportunities by following the page.
 - To add people from the field of education in the friendlist of the user named ANQA,
 - To inform the new stakeholders of ANQA about the website and the Facebook page and suggest them to follow,
 - To post the materials published in ANQA on Facebook page and also on the user's wall, as well as to share them in media and information groups well-known to Facebook community,
 - To spread ANQA reports and notifications also on G +, Twitter social networks, through "press secretary" section of Mamul.am website and through other methods currently available.
 3. To maintain business ties with the journalists, keep them regularly informed about the processes, to suggest themes, to send press releases regarding current and upcoming events.

Evaluation

1. Assessment of stakeholders' satisfaction with the website through questionnaire (structure of the website, content, sufficient information).

Once a year, the secretariat will carry out a survey through electronic questionnaire on the satisfaction of external stakeholders'. The questionnaire will include questions that will reveal the stakeholders' satisfaction with the website.

Once a year, a survey will be conducted also in the Facebook page and the stakeholders will be asked to evaluate the structure, content and availability of the website, as well as to make suggestions on its further improvement.

2. Analysis of the data of ANQA Facebook page and Google analytics at least once a year,
3. Media monitoring and analysis of results to find out which topics are the most interesting for media and readers, as well as to find out what medias are interested in educational topics, so as to expand cooperation in the future.

Accountability/ Responsibility

Once a year, a report will be produced on the quality assurance of the area based on the acquired and analyzed qualitative and quantitative information during the year. It will be discussed with the IQA responsible, and then will be presented to the QA working group.

Improvements

The overview at the end of the year will allow to identify the unfulfilled and incomplete goals. Then an appropriate plan for the improvement will be developed based on the analysis of surveys and statistic data.

Documents

1. PR Strategy
2. Annual reports of ANQA PR division
3. Analysis of ANQA PR protocol

Approved by ANQA Director

Ruben Topchyan

