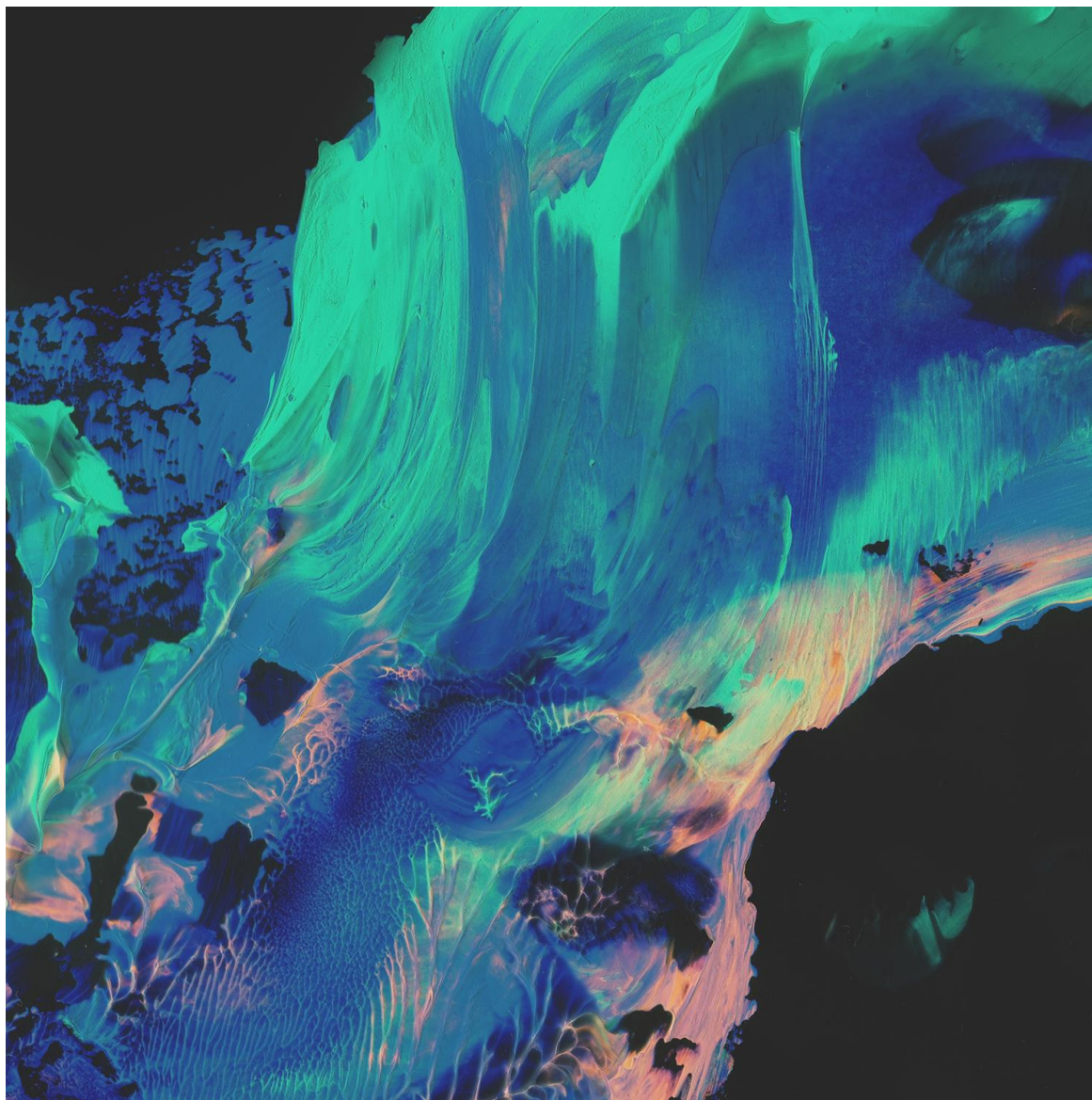




UMEÅ UNIVERSITET

Dnr FS 1.1-1776-17



Communication Plan for the Faculty of Science and Technology at Umeå University 2017



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1. Introduction

A viable communication is needed to spread knowledge of the Faculty of Science and Technology's research and education, attracting competent researchers and students, and raise long-term interest in science and technology in a broad public. At the same time, we are helping to strengthen the Umeå University brand.

2. Communication Objective

The main objective of Faculty-level communication efforts is to picture the faculty in a clear and fair way, raise interest and confidence in its function, and increase knowledge about the faculty's activities both within the faculty, at the university, and in the outside world.

Our ambition is to highlight successful researchers, talented teachers and students who are good ambassadors for the faculty.

3. Target groups

- Journalists in different types of media
- Presumptive and existing students
- The staff and management of the faculty and the university
- The public
- Researchers at other universities
- Alumni
- School staff and pupils in primary and secondary school
- Business and organizations
- Parliament, Government and Public Administration in Sweden
- Research funders

4. Message

- Research:
The faculty has a strong and internationally competitive research.
A lot of the research is interdisciplinary, which is a force.
The faculty's research concerns key areas of society such as climate, environment, energy and IT.
On a regular basis, breakthrough research is made by the faculty's researchers.
Many researchers cooperate with industry and authorities.



UMEÅ UNIVERSITET

Dnr FS 1.1-1776-17

Through a series of activities aimed at schools, the faculty has contact with teachers and pupils.

The faculty's researchers take part in international cooperations and research projects.

The faculty's research results in commercial products and spin-offs.

- **Education:**
The faculty has a wide range of education programmes from science and technology to pharmacy, didactics, architecture and design.
The faculty has education programmes in important social sectors such as IT, energy and environment.
The faculty's programs attract students both in Sweden and internationally.
The labor market after graduation is good for most students.
Many education programmes are conducted in close contact with future employers.
The faculty was early with internet-based education and these programmes have a high number of applicants.
The faculty has a top-rated design education.
The faculty has good study environments – educational and interactive environments.
Through a series of activities aimed at schools, the faculty has contact with both teachers and pupils.

5. Communication Channels

5.1 Homepages

In particular, the faculty informs about its activities on its website (www.teknat.umu.se) and in the Umeå University Digital education catalog (www.umu.se/utbildning/).

We strive to have corresponding information on both the English versions of the websites and the Swedish.

Internal information is published on the faculty's pages in the Aurora intranet (<https://www.aurora.umu.se/enheter/teknat>).

5.2 Social media

The faculty uses Facebook and Twitter as a complement to further spread news and press releases. They are presented in a more accessible format.

5.3 Channels for Press Communication

The Communications Department at Umeå University provides various channels for sending press releases, news and for contacts with the media both in Sweden and internationally.

Infrastructures for press releases:

Umu.se

Mynewsdesk (press releases issued in Sweden)



UMEÅ UNIVERSITET

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EurekAlert (internationally issued press releases)
Alphagalileo (european issued press releases)
Forskning.se
Expertsvar.se

Infrastructures for photo and film material (both for media and the public):

Youtube
Vimeo
Umuplay

Mediabank (www.mediabank.umu.se)

5.4. Popular science activities

At the faculty level, a number of activities are organized to promote the interest in science and technology. They are aimed at both primary and secondary schools and an interested public.

Kunskapsveckan: Training days for school staff
Forskning à la carte: Lecture programmes for schools
Vetenskapsluncher: Popular lectures for the public
Teknikåttan: Competition in science and technology for eighth grade pupils
Levande frågelåda: Popular science event for fifth grade pupils

5.5 Printed Material and Advertising

The faculty produces small-scale brochures and other printed materials, such as the Forskning à la carte and the Faculty brochure, in order to inform about its activities in both Swedish and English. The Faculty publishes a magazine, TN magasin, with two issues per year.

The faculty works with limited advertising in selected media, both Swedish and international.

6. Roles and Responsibility for Communication

The Communications Office is responsible for university-wide communication. It is also responsible for infrastructures used in faculties' communication work, such as digital platforms for sending press releases and publishing films. Inhousebyrån provides additional services such as photo, layout and film. The Communications Office also has an English translation service.

The Publicity manager at the Communications Office coordinates all faculties' press communications. The Publicity manager invites the faculty communicators to an editorial meeting every week and the group formulates common guidelines for the press communication.

The faculty communications officers are responsible for the daily communication work. The Dean of the faculty has the main responsibility for the overall focus of the communication work. The Head of Dean's Office is responsible for providing resources and staff for what the communications work requires.

The faculty communications officers have their own areas of responsibility, research, internal information, and education respectively, but they also work together on a number of initiatives.



UMEÅ UNIVERSITET

Dnr FS 1.1-1776-17

The faculty communications officers are a resource for faculty researchers who publish research results, doctoral students who finish their theses, and projects receiving funding, etc.

The faculty communications officers collaborate with programme directors on information about the faculty's education programmes and education related activities.

The faculty communications officers can also give advice on communication issues to faculty employees.

The faculty communications officers have regular contacts with communication officers working at faculty departments.

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