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COMMUNICATION

ACTION PLAN 2016–2022 // UNIVERSITY OF BERGEN

KNOWLEDGE THAT SHAPES SOCIETY

UiB is an international research university founded on the precepts of academic freedom, critical thinking, and curiosity-driven research. Our expertise will be of benefit to society and science. Knowledge will be democratised, and when social decisions are taken, UiB's expertise will be recognised and utilised.

The action plan for communication is a means for achieving UiB's strategic objectives. Communication, both internal and external, is to be coherent and characterised by clear priorities. UiB will tailor the content and use of channels to relevant target groups. Strategic communication is a natural part of all processes and projects.

The action plan is linked to UiB's strategy, "Ocean, Life, Society 2016–2022", and UiB's communication platform, which establishes frameworks and guidelines for good communication. The action plan consists of four priority areas with specific measures for communication work during the strategy period.

PRIORITY AREAS

Research Communication aims to make research and specialist knowledge available, relevant and interesting in dialogue with, and presentations to, target groups through efficient communication channels.

Internal Communication is a means to cultivate a sense of fellowship, and to establish a good corporate culture and reputation. Reliable internal communication is crucial in times of crises or in challenging situations. Good internal communication regarding operational goals, strategies and priorities are necessary to achieve our objectives.

Community Dialogue and Government Relations entail communicating strategically, building alliances and establishing favourable arenas for dialogue with our target groups outside of UiB. We will promote knowledge that shapes society, which necessitates that UiB's message to society and governmental agencies is clear and coherent.

Identity and Profile constitute the qualities and attributes the target groups associate with UiB. This will make UiB an attractive study destination, workplace and collaborative partner. We will work to strengthen and enhance our identity and profile through in-depth knowledge of our target groups and by communicating a clear and relevant message.

PRIORITY AREAS FOR THE PERIOD 2016–2022

A. PRIORITY AREA: RESEARCH COMMUNICATION

SUB-GOALS	MAIN ACTIVITIES	RESPONSIBLE	TIME FRAME
Sub-Goal 1: UiB will, through active research communication, promote our profile, strategy and social responsibilities.	Build research profiles based on UiB's priority areas. Establish control parameters for the evaluation of UiB's research communication. Communications adviser in each faculty. Establish a weekly newsletter.	CD, faculties UL, CD, faculties CD, faculties CD	Entire period 2018 2017 2017
Sub-Goal 2: UiB will use communication strategically to attain external funding.	Further develop and strengthen communication initiatives in subsidised and commissioned activities (the BOA team).	CD, faculties, BOA team	Entire period
Sub-Goal 3: All of UiB's researchers will aim to communicate their core academic activities.	Communications modules for researcher training, new employee courses, and as a service to all researchers. Create incentives for the communication of research, as well as for work involved in academic and artistic development. Establish the University Museum and Aula as important arenas for research communication.	CD, DRA, faculties, HR, U-ped UL, faculties UM, faculties, CD	2018 2018 Entire period
Sub-Goal 4: UiB will be at the forefront of digital communication.	The Learning and Communication Lab will produce tailor-made digital dissemination tools and serve as UiB's central arena for communication training. Establish digital public entries and pages to the University's Library and University Museum collections. Prioritise social media as one of our most important channels for research communication.	CD, faculties UM, University Library, CD, IT CD, faculties	2017 2018 Entire period
Sub-Goal 5: UiB is to be more visible globally.	Offer communication courses to reach an international audience. Work actively to strengthen contact with international media. Further develop the English version of uib.no and increase the use of English in social media. Promote open access to research results and research data.	CD, faculties CD, faculties CD, faculties University Library, UL, faculties	2017 Entire period Entire period Entire period

B. PRIORITY AREA: INTERNAL COMMUNICATION AND MANAGERIAL SUPPORT

SUB-GOALS	MAIN ACTIVITIES	RESPONSIBLE	TIME FRAME
Sub-Goal 1: Internal communication at UiB will promote UiB's identity, culture and fellowship.	UiB will develop employee pages to serve as the primary channel for internal communication at all levels of the organisation. Enable local messaging services. The "Mitt UiB" learning platform will be the most important tool for student dialogue in relation to teaching and learning.	CD, IT, HR, faculties DSA, DigUiB, CD	2017 2017
Sub-Goal 2: All leaders are afforded communication support.	UiB is to further develop options and tools for managerial support. This will also apply to crises and emergency situations. Courses for new leaders shall contain a communication module. The communication division is to establish a front-line service/issue tracker.	CD, faculties, UL CD, HR CD, IT	2018 2018 2017

C. PRIORITY AREA: SOCIAL DIALOGUE AND GOVERNMENT RELATIONS

SUB-GOALS	MAIN ACTIVITIES	RESPONSIBLE	TIME FRAME
Sub-Goal 1: UiB will promote its far-ranging social responsibility and social commitment.	Map out activities and formulate a plan to promote and create dialogue regarding UiB's activities in the community. Establish communication strategies and projects for knowledge clusters.	UL, CD, faculties UL, faculties, CD	2018 2017
Sub-Goal 2: UiB shall promote government relations in order to strengthen its position nationally and internationally.	Actively utilise UiB's Brussels office to build relationships, for recruitment and for increased funding opportunities. Promote active dialogue with Norwegian and international decision-makers. Advance and establish a presence in important social arenas in Norway. Engage alumni to establish lasting ties between academic communities, students, society and workplaces.	UL, faculties, DRA, CD UL, CD, CD, UL, faculties CD, UL, faculties	Entire period Entire period Entire period

D. PRIORITY AREA: IDENTITY AND PROFILE

SUB-GOALS	MAIN ACTIVITIES	RESPONSIBLE	TIME FRAME
Sub-Goal 1: UiB's identity and reputation will be strengthened by means of strategic communication.	Prioritise and further develop the UiB identity and profile. Formulate text concerning UiB's profile. Permanent reputation evaluation.	CD, faculties, UL CD CD	2017 2017–2019 Entire period
Sub-Goal 2: Increase UiB's visibility by means of innovative digital and marketing communication aimed at prospective students and employees.	Actively use of focus groups, surveys and interviews in planning work. Promote targeted communication aimed at prospective students and employees. Formulate action plans for recruitment.	DSA DSA, HR, faculties DSA, HR, faculties	Entire period Entire period Entire period