

APPROVED

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**By the Academic Council of
The Educational Complex of the Police of the RA**

**Chairman of the Academic Council of
The Educational Complex of the Police of the RA
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CONCEPT

**ON THE DEVELOPMENT OF PUBLIC RELATIONS OF THE EDUCATIONAL COMPLEX OF THE
POLICE OF THE RA**

1. INTRODUCTION

1. The public relations of the Educational Complex of the Police of the RA (hereinafter referred to as the Educational Complex) is one of the strategic directions of the development of the Educational Complex, reflected by Strategy for the Development of the Academy and the College (2017-2021) approved by the board of the Educational Complex on the 1st of June 2017, and according to the provisions on the 2017-2021 strategy of the external relations and internationalization of the Educational Complex of the Police of the RA. In particular, the development of public relations and ensuring the involvement of the Educational Complex in public programs is defined as a strategic objective. At the same time, there are objectives related to public relations in a number of related strategic objectives (development of information resources, cooperation with governmental and non-governmental organizations, international cooperation, etc.).

2. The main goal of the concept on the development of the public relations of the Educational Complex (hereinafter referred to as the concept) is to clarify the principled approaches to the public relations of the Educational Complex, to define the priorities, the scope of subdivisions involved in public relations work, the vision of activities related to public relations.

The procedures presented in the Concept cannot be interpreted beyond the restrictions on the public access considering that the Educational Complex is a public legal entity in the police system.

3. Terms used in the concept.

a) Public relations ("PR") is a management function that allows the Educational Complex and the public to establish, maintain communication, mutual understanding and cooperation. It involves managing problems, helping to keep track of affairs and responding to public opinion, helping to respond to change, and using it effectively. In the field of education, the public relations are defined as the regulation of public opinion in order to increase the success of an educational institution and increase its reputation.

b) Internal "PR" is a system of measures aimed at ensuring and improving the internal communication of the organization, as well as creating and maintaining a positive public opinion about it.

c) External "PR" is a system of certain actions, which is aimed at improving the organization's relations with the outside world, and contributing to the development and maintenance of a positive opinion about the organization.

d) The image is the external collective image of the institution, which was created with the aim of forming a certain opinion, impression, attitude among the public.

2. SPECIFIC GOALS AND OBJECTIVES

4. The goals of the concept on the development of the public relations of the Educational Complex are the following:

- a) Positive presentation of the Educational Complex of the Police of the RA;
- b) Ensuring access to information on the educational activities of the Educational Complex;
- c) the study of public opinion;
- d) effective implementation of internal PR.

5. The objectives of the concept on the development of the public relations of the Educational Complex are the following:

- a) developing and preserving the reputation (positive image) of the Educational Complex;
- b) Ensuring publicity and transparency of the activities of the Educational Complex;
- c) providing comprehensive educational information;
- d) establishing and developing the culture and traditions of the Educational Complex;
- e) effective implementation of the mission of the Educational Complex as the most important national educational, scientific, cultural and public structure;

f) Providing information on public opinion on the activities of the Educational Complex; support for the development of responsive actions.

3. ORGANIZING AND COORDINATING THE WORK

6. In the Educational Complex, the following activities are implemented in the field of public relations:

- a) Cooperation with mass media (television, radio, newspapers, magazines, news agencies, online media), organization of interviews, press conferences and coverage of events;
- b) dissemination of information through websites, social networks and other internet tools;
- c) organization of events of public interest (conferences, exhibitions, presentations, meetings, film screenings, etc.);
- d) making and distributing videos, films, clips;
- e) publishing and disseminating scientific-methodological journals, other publications, various representative albums, booklets, other printed materials;
- f) cooperation of non-governmental organizations with other institutions of civil society, implementation of social and charitable programs;
- g) work with various state, non-state, local, international organizations and bodies;
- h) accountability aspects of internal and external contacts and communication;
- i) solving various representative issues.

7. Effective implementation of public relations of the Educational Complex presupposes active participation of all subdivisions, synchronized and coordinated work.

8. The public relations activities of the Educational Complex is supervised by the Head of the Educational Complex. The Human Resources Management Department of the Educational Complex is the responsible subdivision of the public relations activities.

9. The heads of the structural subdivisions are responsible for organizing the public relations activities of the subdivision managed by them; resolving current issues and problems, and also assigning one of their employees to coordinate the field of the public relation.

10. A number of issues related to the activities of the student organizations of the Educational Complex (student council, student scientific association), graduates and professional associations are directly related to the public relations activities of the Educational Complex.

11. Involvement of students in the implementation of public relations activities of the Educational Complex is important, which can be organized both within the defined educational processes and in the framework of volunteer activities and internships.

12. Taking into account the existing international experience and achievements in the field of public relations, finding the development of "PR" activities important in the educational system of the RA, as well as for the implementation of the public relations of the Educational Complex as organized as possible, guided by this concept, the academy's public relations strategy will be developed in the upcoming two-three years.

13. The financial support of the public relations activity is carried out at the expense of the means defined by the planned budget of the income and expenses of the Educational Complex. In order to increase the funding, it is necessary to work more consistently to attract other sources of funding for advertising, sponsorship, grants, which are not prohibited by law.

4. ACTION LINES OF THE PUBLIC RELATIONS

14. The activities carried out in the main action lines of the public relations of the Educational Complex include the following priorities:

- a) educational reforms implemented in the Educational Complex;

- b) dissemination of publicly available information on the corresponding achievements of the scientific-research potential of the educational complex;
- c) extracurricular and cultural life of students;
- d) the international cooperation of the Educational Complex and activities with the Diaspora;
- e) anti-corruption activities implemented in the Educational Complex

15. The public relations of the Educational Complex include the following areas of work:

16.1 Marketing events:

Implementation of various advertising activities aimed at maintaining and directing the positive public opinion about the Educational Complex through direct and indirect means;

To make the full acquaintance with the specialties and professions of the Educational Complex as accessible as possible for high school students and all other potential applicants and to make, and to present the actual opportunities for further career advancement;

To acquaint the general public with the benefits of academic education of the units of the Educational Complex;

To clarify and regulate the cooperation of the Educational Complex with other (state-non-state, private, commercial-non-commercial) organizations.

16.2 Internal "PR" of the Educational Complex:

Improve information dissemination mechanisms within the Educational Complex,

Increase the level of awareness of the staff and students of the Educational Complex about the structure of the Educational Complex, the existing faculties, departments and other facilities, the available online media, as well as the events;

Improve internal PR communications by adopting an agreed approach to key issues related to the Educational Complex;

Develop concerted action in force majeure situations; quickly prepare a reasonable response for the media and other stakeholders.

16.3 Presence on the internet:

Regularly enhance the official website of the Educational Complex with the materials,

increase the presence of the Educational Complex in social networks, promote the creation of personal pages and blogs, by academics (managers),

develop online services.

Addition of information on intra-organizational processes (educational, scientific, student, etc.), and events on the internet.

16.4 Cooperation with the media:

Regularly organize meetings, seminars and discussions with the participation of media executives, editors-in-chief and journalists covering the field of education.

Organize events for different departments of the Educational Complex to provide information to the media at an appropriate level

16.5 Participation in the social-political, religious and cultural life of the country:

To increase the role of the Educational Complex and the level of involvement in the social-political, religious and cultural life of the country,

To invest the potential of the Educational Complex in the making the education and science more public.

16.6 Study the public opinion:

Expand the field of research by selecting as research target persons of different ages, social status, graduates, partners, people representing the economic field of the country,

Find out through research the effectiveness of public relations work, as well as the expectations and opinions of the academic sector (students, faculty, staff).