



LUND
UNIVERSITY

Effective communication and strong partnerships

IIIEE STRATEGIC PLAN IN COMMUNICATION 2014–2018



IIIEE Strategic plan in Communication 2014–2018

The strategic goal is to provide effective communication and strong partnerships. To achieve this, the IIIEE will work on the following 5 strategic priorities:

1. Articulate and communicate a clear identity of the Institute both internally and externally;
2. Set up an effective system for both internal and external communication;
3. Develop and maintain a world-class website;
4. Foster corporate and organizational partnerships
5. Rejuvenate the alumni network.

1. ARTICULATING AND COMMUNICATING A CLEAR ACADEMIC IDENTITY

The Institute will continue internal discussions and external consultations to articulate clear research and education identities, as has already started during the preparation of its Research and Education

Strategies. The academic identity of the IIIEE will be communicated through the renewed website and other communication channels, see below.

2. AN EFFECTIVE SYSTEM FOR EXTERNAL AND INTERNAL COMMUNICATION

The IIIEE needs an effective, relevant and continuously improving communication system to achieve its objective. The system should support the IIIEE in student recruitment, communication of research activities and findings and ensure that the IIIEE stakeholders (alumni, partners, etc.) are well informed about the events at the IIIEE. In 2014–2018, the following actions are to be taken

- Develop an new website (se below)
- More events at the IIIEE are to be arranged by the IIIEE researchers (meetings, seminars, workshops)
- Increased visibility through media and new forms of spreading scholarly knowledge (blogs, etc.).
- Development of renewed graphic IIIEE templates
- The implementation of an up-to-date ICTs environment
- When appropriate, active interaction through social media. An internal strategy for this will be developed.

3. DEVELOPING AND MAINTAINING A WORLD-CLASS WEBSITE

The IIIEE will develop a new IIIEE website which will contain rich, accurate and up-to-date material.

The new website will align the IIIEE with the Lund University graphic requirements. The website will be easily and continuously updated by IIIEE faculty and staff and routines for this will be developed.

We will collect data about the users of IIIEE information and thus help to improve targeting of this information (e.g. google analytics).

4. FOSTER CORPORATE AND ORGANIZATIONAL PARTNERSHIPS

The IIIEE will strengthen and expand its collaboration with businesses and public authorities. This through the following actions:

- Provide inspiring and dynamic meeting places – both physically and virtually.
- Invite adjunct ‘professors of practice’ to the institute;
- Further develop the IIIEE Visiting Academy
- Develop and introduce a multi-level model for corporate and organizational partnerships.

5. REJUVENATING THE ALUMNI NETWORK

The IIIEE will support the alumni network to ensure that there is lively communication both among the alumni and between alumni and the Institute including through online platform(s) (such as LinkedIn) and a system of regular (annual or bi-annual contact with alumni). The IIIEE will also collect information about Alumni and report to the Director, the Board and through its communication channels. The IIIEE will more actively involve alumni in the education process, use them as entry points for corporate partnerships and develop a system for receiving donations from its alumni.



www.iiiee.lu.se

LUND UNIVERSITY

Box 117
SE-221 00 Lund
Tel +46 46-222 00 00
www.lu.se