

Communication Strategy of the National Defence University of Ukraine

1. General provisions

The Communication Strategy of the National Defence University of Ukraine (hereinafter referred to as the University) is the main document that outlines the directions of external and internal communication.

The purpose of the Strategy is to inform stakeholders and all target audiences about the University's vision and mission, its organisation and role, the fulfilment of its main tasks, opportunities and prospects for cooperation, and to create a positive image of the institution. The strategy creates a foundation for proactive communication about all innovative processes and achievements of the university.

The University's vision: the University is a leading national higher military educational institution in the fields of national security and defence, which develops human capital of the Ukraine's security and defence sector components according to the best national and international practices and standards compatible with the educational programmes of partner countries.

The University is a hub (centre) for strategic thinking in the fields of national security and defence of the state, a leader in providing relevant educational and scientific services and a competitive innovative educational and scientific institution in the global market of services in the field of international security and defence.

The University is a recognised centre of military education and science at the international level and is actively involved in international projects.

The University provides educational services to military and civilian representatives of NATO member states and partner countries, and is a leading institution for the implementation of international research projects in the defence sector.

The mission (main task) of the University is to meet the needs of the Armed Forces of Ukraine and other components of Ukraine's security and defence sector for leaders with a broad intellectual horizon by providing high-quality educational services, developing high-quality scientific and scientific-analytical products based on the results of fundamental and applied research in the field of national security and defence.

Achievement of the final result of the mission is envisaged through the integration of the University into the system of military education and training of NATO member states, implementation of Euro-Atlantic standards of educational and scientific activities at the national level and promotion of the University's image in the international arena.

2. Strategy Goals

The strategy envisages achieving the following communication goals:

- raising awareness and understanding of the role and place of the University among all stakeholders, as well as strengthening trust in the University as a centre of expertise in the military sphere;
- informing about the achievements of the University, implementation of educational activities (educational programmes, professional education (training) courses, advanced training courses, etc.) and scientific and scientific-technical activities, innovation, international cooperation;
- promotion of the University's values through appropriate channels and messages;
- engaging educational process participants, prospective students, and partners- ensuring internal communication.

The responsible unit for organising and coordinating the University's communication is the University Press Service, which disseminates messages for all target audiences and is responsible for formulating key messages for all target audiences.

3. The University's communication

3.1 External communication

The purpose of external communication is to promote the vision, mission, and information about the University's professional activities. External communication must ensure consistency of messages in all types of communication when addressing relevant external audiences: the Armed Forces of Ukraine, Customers, civil society, NATO member states and partner countries.

The University's graduates hold the highest leadership positions in the Ukrainian Defence Forces.

Message to external audiences

We are an educational hub in the field of national security and defence, which strives to become an accredited NATO regional educational hub. Our graduates are highly qualified officers who defend our country for the sake of peace and stability. We strive for international cooperation and knowledge exchange to improve the level of military training and security.

Channels of external communication

- engaging key leaders;
- interaction with the international community;
- cooperation with other higher military education institutions and professional military education institutions;
- webpage;

- holding conferences;
- issuing press releases;
- giving interviews, preparing materials for media publications;
- public events (open days, exhibitions, sports competitions, etc.);
- publications in social media;
- annual reports.

Official messages addressed to external target groups require prior approval from the Commandant of the University.

3.2 Internal communication

Effective internal communication is important for the proper functioning of the University. It ensures transparency of relations between the leadership, academic, research and teaching staff, and other personnel, as well as understanding of the overall vision and mission of the University.

Message for the internal audience:

We are a team of professionals educating defenders and leaders of our country. Our dedication, knowledge and courage are the key to the success of our mission. Together, we strive for high standards of training, development and support of military academic and combat excellence.

Channels of internal communication

- orders and directives of the Commandant of the University;
- information systems, mainly MOODLE, MS TEAMS;
- meetings/briefings, assemblies;
- messages in the Electronic Document Management System (EDMS);
- minutes of meetings, reports, etc.

4. Principles of communication

Patriotism and honour

Fostering responsible officers in the spirit of national traditions who are ready to serve and defend their homeland, who know and respect the history of statehood.

Professionalism and high standards of education

Striving to ensure the highest level of education and training in accordance with modern approaches and standards, as well as considering the current situation on the battlefield.

Innovation and modernity

Implementing advanced technologies and teaching methods to improve the efficiency of the educational process.

Humanism and the cultivation of moral values,

Formation of a high moral culture, responsibility, mutual respect among students, academic staff, research and teaching staff.

International cooperation

Development of partnerships with military and educational institutions of other countries to exchange experience, create conditions for academic mobility, and form an international educational community of like-minded people.

Responsibility, transparency and result orientation

Adherence to high standards of ethics, honour and responsibility in all areas of the institution's activities.

Communication with external audiences must meet the requirements of the Leadership for the use of graphic style in visual communication.

5. Implementation plan

Based on the results of the key events, a press release with a photo report is prepared, which is published on the official resources of the University and sent for publication on the website of the Ministry of Defence of Ukraine.

Interviews with the University leadership and students are planned.

6. Communication monitoring and analysis (Key Performance Indicators (KPI))

The main quantitative and qualitative indicators of communication effectiveness are: the number of visits to the website and social media pages; the scope of coverage of target audiences; competition proposal for students; the number of international projects; the number of educational, scientific and scientific and technical activities; the level of supporting the image and popularity of the University.

7. Final provisions

7.1. The communication strategy is approved by the Commandant of the University, published on the official website and is subject to revision every year following the analysis of the university's communication.

Anti-crisis communication of the University, in the event of reputational/communication threats, is carried out in accordance with the

developed response protocol, which is an internal official document (or is included in the internal official documentation).

The University Press Service is responsible for monitoring the implementation of the Communication Strategy.

7.2. The Regulation is approved by the decision of the Academic Council of the National Defence University of Ukraine and enters into force by the order of the Commandant of the National Defence University of Ukraine.

7.3. Amendments and additions to the Regulations are made by the decision of the Academic Council of the University and enter into force by the order of the Commandant of the National Defence University of Ukraine.

Chief of the Scientific and Methodological Centre
for the Organisation and Conduct of Educational Activities
Colonel Mykola PALAMAR

