



COMMUNICATION STRATEGY

for Nord University 2024-2030

Our vision «**Nord in the World – Knowledge for the Future**» should be reflected in the communication work at Nord University.

The communication work should contribute to the visibility and positioning of strong academic and research environments, and of Nord University as a relevant, innovative, and strong societal actor.

Open, proactive, holistic, and correct communication is important both internally within the university and with the world around us. We will use communication as a strategic tool to achieve the ambitions in the university's Strategy 2030. Nord University's values of respect, openness, proximity, and creativity should be reflected in the communication work.

All our students and all employees at Nord University are communication workers. Together, we influence our surroundings and the image the outside world has of us. We will use the positive force that lies in this in a conscious way.

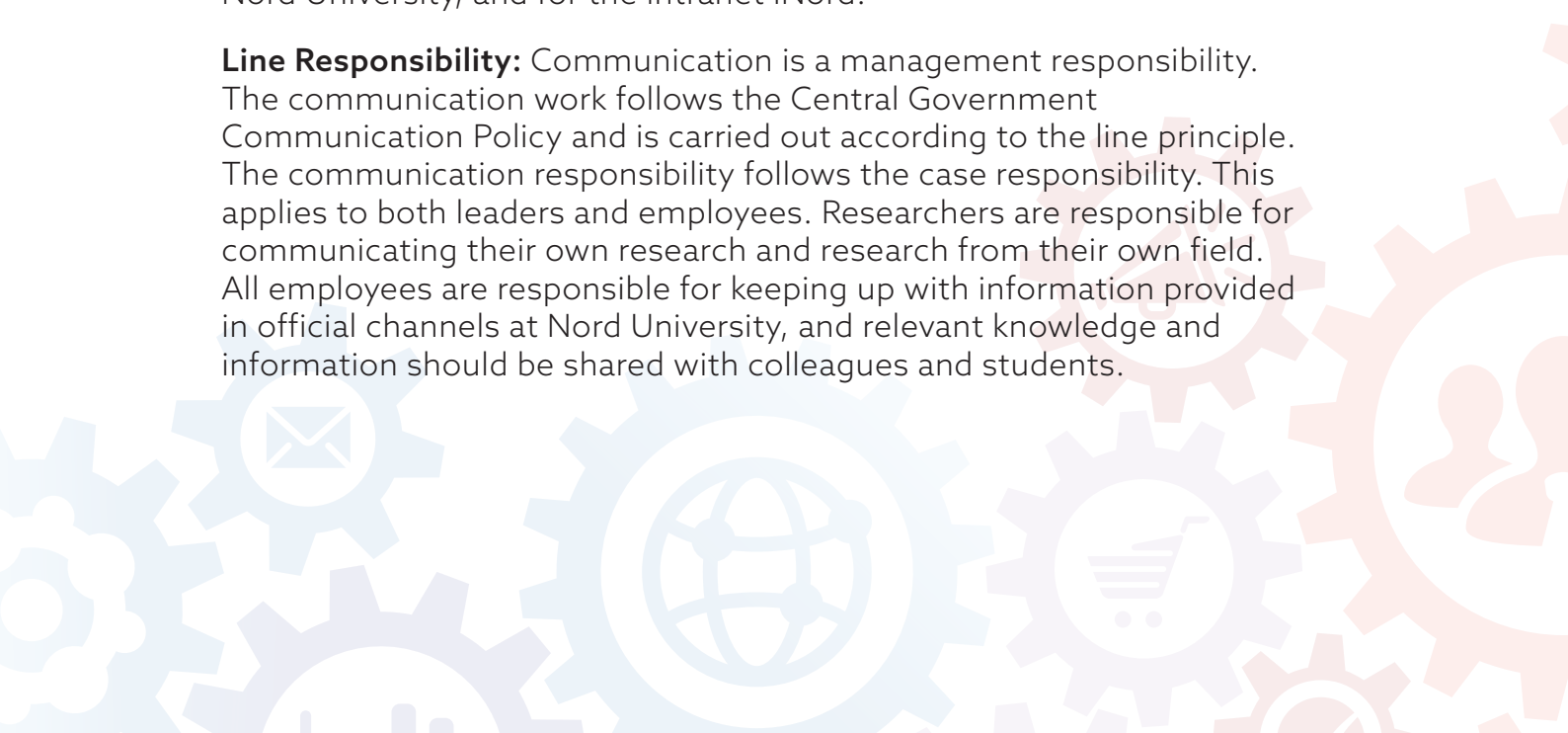
ROLES AND RESPONSIBILITIES IN COMMUNICATION WORK

University Management: The Rector is the head of the university and has the overall responsibility for all activities at Nord University, including internal and external communication.

Heads of faculties, divisions, centres, central administration, and other units are responsible for internal and external communication in their unit.

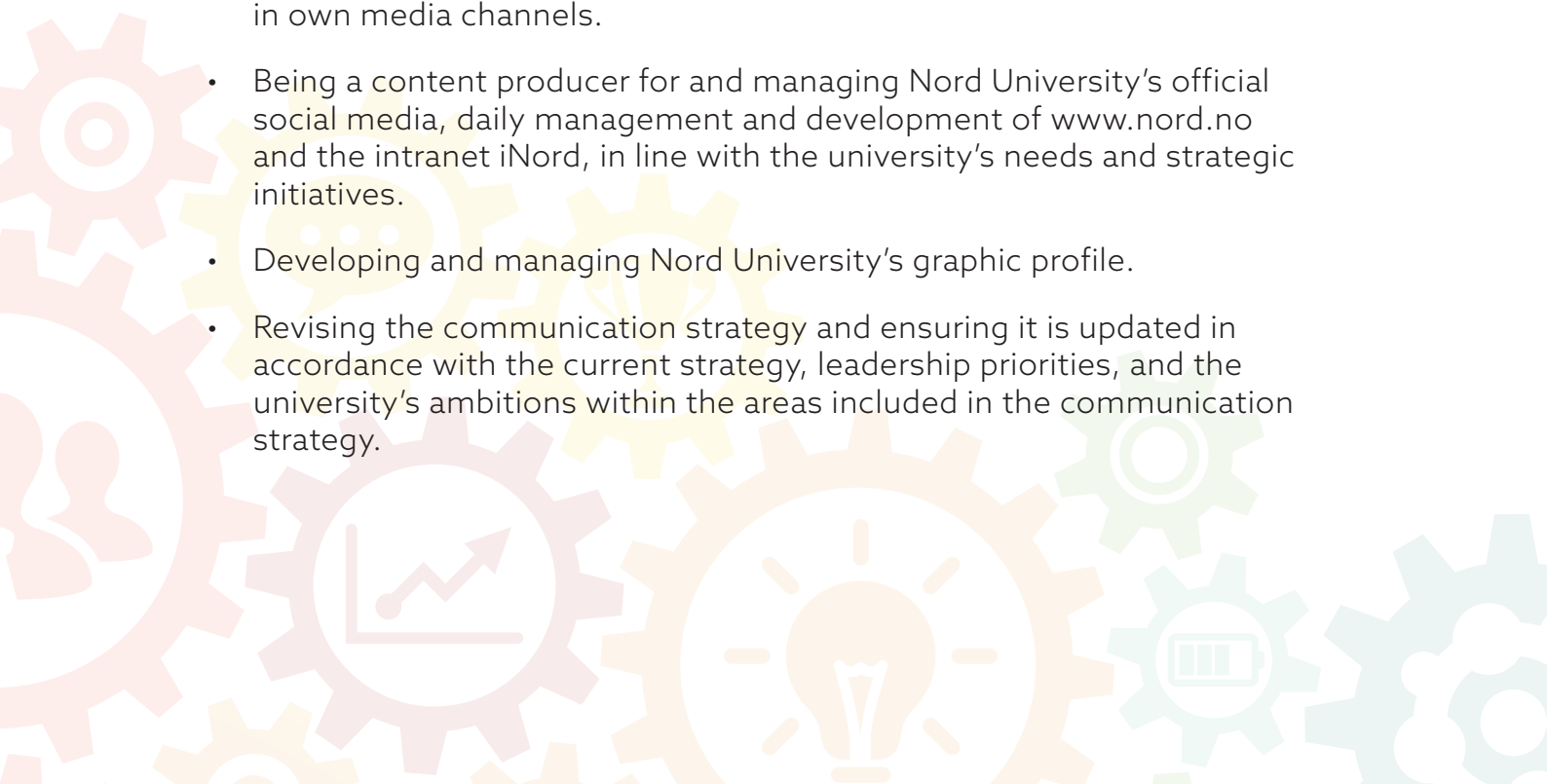
Head of Communications: The Head of Communications has editorial responsibility for www.nord.no, for the official social media channels of Nord University, and for the intranet iNord.

Line Responsibility: Communication is a management responsibility. The communication work follows the Central Government Communication Policy and is carried out according to the line principle. The communication responsibility follows the case responsibility. This applies to both leaders and employees. Researchers are responsible for communicating their own research and research from their own field. All employees are responsible for keeping up with information provided in official channels at Nord University, and relevant knowledge and information should be shared with colleagues and students.



The Communications Unit: The Communications Unit is an active driving force for good communication work at the university. The unit is responsible for:

- Supporting and coordinating the holistic communication activities at Nord University.
- Ensuring that the strategic priorities of the organisation guide the use for resources and the development of necessary communication competence.
- Making visible how communication resources are prioritised.
- Providing communication advice to the management, strengthening corporate and crisis communication, and facilitating good internal communication.
- Media advice and media management.
- Ensuring that employees have access to communication tools and templates for effective communication.
- The overall work to recruit students, including digital marketing and physical events.
- Driving recruitment by utilising networks and collaboration partners.
- Using communication to highlight strong research environments and research within the thematic areas of «blue and green growth,» «health, welfare and education,» «public security,» and «Sustainable innovation and entrepreneurship.»
- Being a content producer and a driving force for relevant editorial content in own media channels.
- Being a content producer for and managing Nord University's official social media, daily management and development of www.nord.no and the intranet iNord, in line with the university's needs and strategic initiatives.
- Developing and managing Nord University's graphic profile.
- Revising the communication strategy and ensuring it is updated in accordance with the current strategy, leadership priorities, and the university's ambitions within the areas included in the communication strategy.



SCOPE OF NORD UNIVERSITY'S COMMUNICATION STRATEGY

The communication strategy encompasses **four key areas**:

- Student recruitment**
- Research dissemination**
- Corporate communication**
- Internal communication**

The communication strategy applies to the period 2024-2030. It is followed up by annual action plans that support the ambitions for the selected areas in the strategy. The action plans should specify which measures are prioritised at what time, the goal of the measure, the message, responsibility for implementation, target groups, and any measurement of effect.



STUDENT RECRUITMENT

For Nord University and for the region it is important that the university consolidates and strengthens its position among young students. The communication work should ensure that young people are aware of the wide range of education programmes at Nord University and see it as an attractive choice for those seeking education in our fields of study. Nord University will target and develop marketing to recruit more students. The work will be assessed, developed, and measured. Study information at nord.no is the main source for both national and international student recruitment.

- Nord University will use social media strategically to recruit students.
- Nord University will prioritise the most attractive study programmes and use them as spearheads in marketing.
- Nord University's communication will help us take a national position as a provider of flexible and online education.

- Nord University will increase recruitment to continuing and further education, including through faculty alumni programmes and in collaboration with existing and potential partners within and outside our region.
- Nord University will work strategically to recruit international students, including through work in established networks and alliances, new networks, and relevant marketing channels.
- Nord University will collaborate with partners and actors in public and private work and business sectors to recruit students and contribute to more people taking responsibility for recruitment to socially critical professions such as nursing and teacher education.



RESEARCH DISSEMINATION

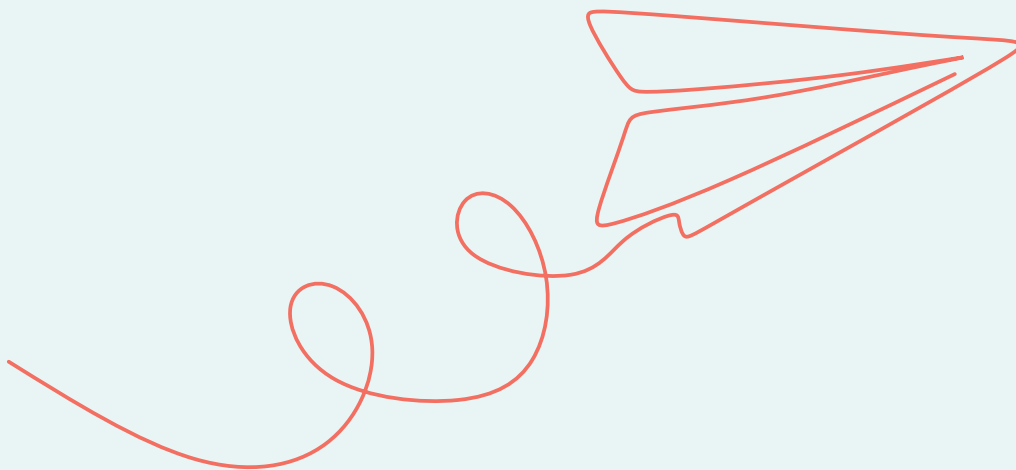
It is a goal that Nord University should be known as a research-intensive university within our strategically prioritised areas. All researchers are responsible for communicating their own research and highlighting the research environments they are part of. In 2023, a reputation survey identified research as an area at Nord University with significant development potential. We need to highlight selected areas of research at the university. This is also important for increasing external funding for research.

- Nord University will highlight researchers, research environments, and research collaborations at nord.no, internally, for existing and new partners, in relevant national and international forums and media, as well as in arenas for public debate. This communication will be developed in collaboration between research leaders, research environments, research administration, and communication staff.
- Nord University will promote popular science dissemination of research to highlight the significance and value of Nord University's research for society and business life.

CORPORATE COMMUNICATION

Strategic communication should help position Nord University as a significant actor in the national education landscape. This is important for both student and staff recruitment. To promote the university's role and contribution to society and business life, we will be proactive in our communication and increase our presence in national media and relevant arenas.

- Nord University will organise and participate in national conferences and seminars.
- Through its communication with the outside world, Nord University will contribute to increased competence and sustainable value creation in Nordland and Trøndelag.
- Nord University will highlight international cooperation and Nord University's position as a knowledge actor in the Arctic regions. We will use the collaboration in the SEA-EU university alliance, Arctic Six, and other international networks strategically in our communication work.
- Nord University will highlight how we fulfil our national responsibility for South and Lule Sami language and culture. The university will strengthen cooperation with existing and future partners and networks, both in education and research.
- Nord University will communicate internally about arenas where the management at Nord University participates actively or strategically.
- Nord University will communicate effectively and directly to students.



INTERNAL COMMUNICATION

Nord University's intranet is the main channel for shared information to all employees. The intranet should be used systematically to make employees aware of Nord University's ambitions and show how we are working to achieve them.

- Nord University will develop internal communication to build and strengthen the organisational culture. This will contribute to a stronger sense of «we» and engagement throughout the university.
- Nord University will establish and maintain a structured and transparent flow of information to ensure that all employees have access to relevant information and receive the information they need at the right time.
- Participation and dialogue will be a guiding principle for Nord University's internal communication.



MANAGEMENT AND PRACTICAL APPLICATION OF NORD UNIVERSITY'S COMMUNICATION STRATEGY

The communication strategy at Nord University is a tool for the entire organisation.

«Profiling» will be explored as part of the revision of Strategy 2030 and will be included in the communication strategy at a later stage.

The communication strategy is followed up by action plans.

It is expected that employees are familiar with the guidelines outlined in Nord University's communication strategy.

