Annex 59

Rules of Organizing and Functioning the Department of Communication and Assurance of Transparency

Substantiation Note
Taking into account:
1. the proper benefit and mission taken upon ourselves through the University Charta and other own documents of the “Aurel Vlaicu” University of Arad (AVUA)
2. the necessity and opportunity of promoting a right image of the AVUA on the ground of the transparency principle of public benefit information and of information useful to the target public
3. Provisions of Law no.544/2001, regarding the free access to public benefit information and benefit of civil society in the assessment and grading of public universities on basis of academic and administrative integrity
4. the special stress, Law no.1/2011 – National Education Law- puts on transparency and assurance of full visibility of the Romania’s education institution decisions and results, through their periodical and proper communication
5. assessment paradigm by quality assessment bodies, from home and abroad, in order to make an institutional classification and grading of the educational plans and departments, paradigm based on direct and long distance access to information regarding the fulfillment of their mission

Chapter 1. Founding, functioning, subordinating, mission and targets

Article 1. Founding, functioning, subordinating
1. Department of Communication and Assurance of Transparency (DCAT) of the “Aurel Vlaicu” University of Arad (AVUA) is founded on the base of AVUA Senate Decision no.84 of 10 June 2011
2. DCAT functions on Law no.544/2001, regarding the free access to public benefit information of and transparency principle, stipulated by Art.3, letter m of Law no.1/2011- National Education Law
3. DCAT is directly subordinated to the AVUA Rector’s Office which asks the senate to name the Department manager

Article 2. Mission
Department’s mission is to promote the AVUA assuring transparency and full visibility of mission, decision and results of the university and its units(faculties, departments, institutes, research centers and so on), having in view the own community( students, graduates, employees of faculties, departments, administrative and economic services), and environmental public (potential students, parents, the coordinating ministry and its executive and consultative bodies, quality assessment bodies, institutional partners, civil society, local, regional, national and international community)

Article 3. General targets
1. DCAT will present the AVUA image on correct and up dated information both within the academic community and between inner and outer partners, home and foreign public.

2. DCAT will present the AVUA image, using a coherent and functional communication system, both on the intra-structural level and inter-institutional one.

3. DCAT will keep a direct and continuous contact and dialogue with students, potential students, other institutes and civil society, assuring access to public benefit information, foreseen by Law no.544/2001, but also to other information useful to those interested in it.

4. DCAT will give special attention to a correct and complete presentation of the information, on the www.uav.ro web page, both in Romanian and English, in order to facilitate the knowledge of the AVUA research potential and educational offer to the potential students, from home and abroad, but also to the quality assessment bodies for a correct grading of the universities and their own study programmes.

5. In the public communication activity, DCAT will take measures to obey Law no.677/2001, for the persons’ protection regarding the processing of personal character data and free circulation of data as well as CAN Decision no.80/2002 regarding the human dignity protection and the right to own image.

**Article 4. Specific targets**

1. Having in view the fact that AVUA promotes a university focused on student, the students are considered equal partners of the AVUA academic community. DCAT will create conditions for achieving a permanent and efficient feedback from students and student organizations.

2. DCAT will struggle for a correct interaction with other high education institutions, promoting mutual cooperation connections. Even if, with some of them, it has no cooperation connections, it will struggle for a relationship based on mutual respect and fair academic competition.

3. DCAT will support the intensifying cooperation with local and national media. DCAT will develop a pro-active attitude for establishing honest and correct relations with media, asking for rights to reply, if there are media attempts of compromising the AVUA image by information manipulation, for example false, reduced or taken out of context information.

4. DCAT will act for student number increasing from Romania and abroad, using specific means and disseminating information to the target public.

5. DCAT will diversify the working tools in order to achieve a policy fit for promoting a positive image and a permanent communication; newspapers, radio, TV, web page, newsletter and so on.

**Chapter 2. Organization of Communication Department**

**DCAT Department personnel**

**Article 5.** Department personnel is formed of:

- Department manager
• Spokesman’s assistant
• Person in charge with supplying public benefit information
• Person in charge with supplying public benefit information- economic data
• Person in charge with supplying public benefit information- other than economic data
• Persons in charge with image and communication on each AVUA academic unit (department, institute, faculty)
• Technical personnel (webmaster, data base and informatics system administrator)

Tasks and Rights of the Department Manager

Article 6. DCAT manager’s tasks are the following:
1. coordinates all the promoting AVUA image actions that are in the field of DCAT due to the present rules or other tasks indicated by the Rector
2. organizes DCAT activity and distributes working tasks within department
3. facilitates an intra-institutional communication and the one with AVUA managing staff
4. participates or deputes someone to participate to all university activities that increase the positive AVUA image
5. issues strategies and suggests projects for obtaining extra budget resources which can support the AVUA image
6. works out the action plans of the whole department under his/her control
7. negotiates with different suppliers of services and products necessary for the AVUA image promotion
8. looks for outer cooperation AVUA and DCAT can be involved in, for cultivating a positive image
9. organizes and takes part to exhibitions, open gate days, national and international university offer fairs
10. builds and disseminates information regarding the AVUA educational offer
11. collects and processes information for a good information of the participants to fairs and exhibitions
12. takes part to meetings for local and national promotion of the admission examination
13. collects presentation materials offered by faculties and assesses them in due time in order to be used at fairs and exhibitions
14. suggest event programmes that may be organized for the benefit of an AVUA positive image promotion

Article 7. DCAT manager has the following rights:
1. is member of the AVUA senate
2. gets managing pay established by university management staff

Spokesman’s and his/her Assistant’s Tasks

Article 8. The spokesman may be, the rector or any other person nominated by rector, included department manager
Spokesman has the following responsibilities:
1. takes part to radio and TV broadcasting
2. writes and transmits press releases to mass-media representatives
3. has direct connections with the most important mass media representatives (managers, editor–in–chief, reporters)
4. organizes university’s press conferences

**Article 9.** Spokesman’s assistant has the following targets:
1. takes part to senate meetings
2. writes the synthesis which contain up to date information
3. communicates with accredited mass media, elaborates press review
4. controls the university image reflected in the press
5. manages and administers promotion materials
6. makes ready the spokesman’s portfolio (communication evidence, meeting schedules, plan release obeying customs)

**Chapter 3 Specific Instruments and Means for Mission Achievement**

**Art.10 Working instruments**
1. [www.uav.ro](http://www.uav.ro) AVUA web page – is the main communication instrument of public benefit information useful to target public. The site published information must be correct, non-contradictory, complete and well organized
2. **Forum** For achieving a feedback, an AVUA forum is to be opened on a socialization page, for example Face book
3. **Moodle free e-learning platform** For making easier the communication of the teaching and administrative staff with students, and of the students belonging to the same group, the Moodle platform will be installed and used. The access to this informatics system will be secured due to user name and password. The system allows a record of the course and seminar documents introduced in informatics system, building of tests that have an automatic correction, visualization of marks and usage of a local forum which is not visible for other persons, Yahoo group for example.
4. **Anti-bot-spam secured contact system** found on [http://www.uav.ro/ro/contact](http://www.uav.ro/ro/contact)
5. **AVUA newsletter**

**Article 11. Informatory Materials**
1. AVUA advertisements, posters, banners
2. AVUA presentation brochures
3. guide books for curricula
4. leaflets and flyers for presenting the academic offer
5. video clips
6. photo exhibition
7. CD and DVD presentation

**Article 12. Means of Information**
1. yearly organization of an open gate event
2. conference organization- as many as possible, on different topics, their presentation using own and outer means of communication
3. organization of a set of information conferences concerning the AVUA faculties, departments, specializations, admission exams, organized in own premises or high school buildings
4. facilities offered to the students by the AVUA are made popular (accommodation, food, scholarships, student camps, mobilities and so on)

Chapter 4. Final Provisions

Article 13. The present rules have been approved by the university senate during its meeting of 12 December 2012. Since then, it has started to function.

Article 14. The adapting of the present rules to law evolution or social context will be done, then when it is necessary, with senate approval.

Rector
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