

Communication Strategy of the University of Hradec Králové 2025+

„UHK – A University That Makes Sense.“

This document outlines the strategic intention of the University of Hradec Králové (UHK) to **communicate**, in accordance with its values, the opportunities, outcomes, and events of university life that truly matter, in ways that are understandable. The UHK Communication Strategy defines **what** we communicate, to **whom**, and **how**.

Hradec Králové, 2025

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1. WHAT TO COMMUNICATE

INTRODUCTION

The University of Hradec Králové (UHK) is a young yet well-established public university, educating students across four faculties – the Faculty of Education, Faculty of Informatics and Management, Philosophical Faculty, and Faculty of Science. The Czech original Communication Strategy was adopted by the UHK Rector's Board on December 6, 2023. This English Communication Strategy is part of the Czech version and, as such, will regularly – typically once a year – complement the Czech Implementation Plan (*Plán realizace*), which is developed by the Publicity and Communication Department UHK (OPaK UHK) in collaboration with faculty PR coordinators, taking into account communication challenges, topics, and forms for the upcoming period.



The Implementation Plan is a dynamic document that responds to new trends and events affecting university communication practices. It is not a rigid manual but a guide for effectively communicating important topics to appropriate audiences.

The strategy is structured into three parts:

- **What to communicate:** outlines UHK's mission and vision in line with its values.
- **To whom to communicate:** defines UHK's primary target groups.
- **How to communicate:** describes the tools and practices used and updated regularly.

The UHK Communication Strategy corresponds with the content and objectives of other key documents of the University of Hradec Králové, namely the **Strategic Plan of the University of Hradec Králové 2021+** and **Code of Ethics of the University of Hradec Králové**.

MISE

As stated in the **Strategic Plan of the University of Hradec Králové 2021+:**

„The UHK mission is to disseminate knowledge within the regional and global community.“

This implies three main commitments:

- **Disseminating knowledge:** communicate science, creative, and educational activities accessibly.
- **Global reach of a regional university:** communicate regionally with pride and globally with ambition.
- **Contributing to the broader community:** fulfill the third role of public universities – social responsibility – through transparent and continuous communication.



VISION

The UHK aspires to:

1. Be a respected educational institution with attractive study programs.
2. Advance high-quality research and creative activities.
3. Be socially responsible and contribute to public discourse.
4. Be firmly rooted in its region and responsive to community needs.
5. Be fully internationalized.
6. Enhance the environment for students and staff.

In communication, UHK will:

1. Highlight its study offerings and student successes.
2. Promote excellent research and its impact.
3. Comment on social issues aligned with academic focus.
4. Foster strong ties with regional and national media.
5. Communicate in English to engage international audiences.
6. Maintain effective internal communication.

2. COMMUNICATE TO WHOM

TARGET GROUP (TG) DEFINITIONS

Communication must be tailored to specific audiences based on content, tone, length, and desired outcome. It's okay for messages not to resonate with all groups equally. All UHK communication must be clear and understandable.

A. INTERNAL COMMUNICATION TG

A proper level of internal communication is the foundation of every well-functioning institution. UHK has several effective tools for this purpose, allowing it to reach both categories within this defined target group – **students** and **staff**.

A1 = UHK students



A2 = UHK employees



A recognized group within internal communication also includes newly hired staff members, who require proper communication starting from the onboarding process.



B. PROSPECTIVE STUDENTS TG

The recruitment of new applicants to study at UHK plays a major role. Communication with this target group should always take place within the context of the Analysis of International Promotion Activities (*Analýza aktivit zahraniční propagace*), which is regularly prepared by the International Marketing Specialist in cooperation with OPaK UHK.

The communication strategy with this target group is also subject to ongoing discussion with the UHK International Office, which gathers input from similar departments at individual faculties. Centralized communication with this target group is coordinated by OPaK UHK.

B1 = applicants for study at UHK

B2 = parents or influencers in applicants' decision-making

B3 = applicants interested in lifelong learning courses

An identified subgroup within the applicants consists of **newly admitted students**, with whom proper communication must begin already during the admission process, including handling travel documents, completing entrance exams, receiving admission decisions, and beginning studies at UHK.

C. GENERAL PUBLIC / EXTERNAL AUDIENCE

The broadest target group with the most diverse range of needs is the external audience (formerly referred to as the general public), or simply the public. Most of UHK's visions and core mission must be communicated with regard to this particular audience, which is naturally closely linked with other target groups mentioned above.

For communication with this group, we will use a wide variety of forms and tools, depending on the nature and intended outcome of the message – whether it's an announcement of a public outreach event at UHK or the presentation of research institute results. An important subgroup within this target audience includes supporters and partners with whom the University of Hradec Králové maintains business, social, institutional, or other contractual relationships.

C1 = the general public

C2 = UHK supporters and partners, public administration, stakeholders

D. MEDIA

A sui generis communication category is formed by media representatives – journalists and reporters. This is an exceptionally important target group, with whom the University of Hradec Králové communicates exclusively through its spokesperson, who also coordinates media appearances and facilitates contact between university experts and the media.

D1 = regional media

D2 = national media

D3 = international media



E. UHK ALUMNI

An important group in the life of the University of Hradec Králové is its alumni – graduates of both standard study programs and exchange stays – who return to their alma mater on various occasions, promote its good name, and connect the university with exciting opportunities.

F1 = UHK alumni



3. HOW TO COMMUNICATE

OUR AREAS OF ACTIVITY

The forms of communication and tools used by UHK within its communication strategy naturally change in line with current trends and needs. These must reflect the annually updated Czech *Implementation Plan*, which defines the goals to which UHK communication will lead in the following period.

The meaning is given by the official professional communication of the UHK, conducted both online and offline. We use the tools of outdoor and indoor advertising modules and opportunities. With regard to the needs of defined target groups, we are active within:

- web presentation of the UHK and its components,
- profiles of the UHK and its components on social networks,
- external online advertising portals,
- television news,
- news in the press and print advertising,
- poster and other outdoor advertising areas in defined regions,
- advertising areas and opportunities within various partnerships,
- traditional events inside and outside the UHK.

In addition to defined goals, a quality communication campaign also depends on the financial resources available to it. The continuous quality communication potential of UHK, therefore, directly depends on the university's commitment to financially support activities in this area or to continually seek financial and other opportunities to develop PR and communication activities.



STRENGTHENING THE UHK BRAND

Given the previous findings on the strength of the UHK brand compared to other Czech universities, we will emphasize promoting UHK as a brand composed of individual components, where faculty communication makes sense. In other words, it is necessary to communicate UHK as a brand through joint efforts, because the faculty brand is not strong enough to effectively address TGs. In terms of communication, it is necessary to fully grasp UHK before focusing on its individual components. The aim of our activities is to prevent fragmentation of the university's presentation and to support the unified, self-confident development of a university community.

INTERNAL COMMUNICATION

We are aware that good communication begins within the institution, which is why we will emphasize the professionalization of internal communication and the streamlining of communication flows within UHK. We perceive fragmentation in internal communication across the entire UHK as a problem area. We will actively share good and bad practices and relevant information, not just reactively, at all levels within UHK.



RESPONSIBILITY

The faculty PR coordinators, in cooperation with international departments, are responsible for the form of faculty communication and for communicating faculty components and departments. At the university-wide level, it is the Publicity and Communication Department of UHK, in cooperation with the UHK International Office. To maintain uniform, appropriate, and trustworthy communication of the university, it is assumed that the above-mentioned communication actors at the UHK will cooperate closely and that their instructions and recommendations will be respected by interested subjects at the UHK. With regard to the above-mentioned starting points, we will always focus on the communication of primary subjects in terms of promotion: the university before the faculties/university components, and the faculty before the departments/institutes/faculty components.

UNIFIED VISUAL IDENTITY

The communication of the UHK and its individual components must always and unconditionally correspond to the official communication format of the UHK, as enshrined in the principles of the *Unified Visual Identity of the UHK* (Jednotný vizuální styl, JVS UHK). Its compliance at the faculty level is supervised by the faculty PR coordinators, and, within the framework of the university-wide overlap, by the Publicity and Communication Department of the UHK and the UHK Chancellor. The visual format of materials presenting the UHK in relation to the defined TG is approved by the UHK graphic designer, see Rector's Decree No. 11/2010.

MEDIA MONITORING

We will regularly and systematically evaluate the media visibility of the University of Hradec Králové and its units as part of professional media monitoring. The recipients of media monitoring will be representatives of the management of the University of Hradec Králové, its units, PR coordinators, and employees of the Publicity and Communication Department of the University of Hradec Králové. The keywords will be updated at least once a year based on monitoring and a joint meeting of the PR coordinators of the units of the University of Hradec Králové and the Publicity and Communication Department.



REPORTING AND ACCOUNTABILITY MANAGEMENT

Based on the motto "*It is impossible to manage what we cannot measure,*" we will annually evaluate and present UHK communication activities within the management of UHK and its units, with regard to the goals of individual Implementation Plans for the designated periods, using measurable key indicators.

At the same time, our communication plans will regularly be based on comparisons with the activities of universities with similar conditions, and we will focus on their good practices, both in the domestic context and as inspiration from foreign universities.

FINDING MEANING IN CRISIS

In the event of a crisis, it is necessary to ensure that the competent representatives of the University of Hradec Králové are immediately informed of its nature and severity. From a communication perspective, we consider all unexpected events that may affect public health within the UHK or on its property, as well as situations with a high reputational risk¹, to be crisis situations. In any case, the potential for a crisis situation is always communicated, in addition to the relevant representatives of the UHK, also to the UHK Spokesperson, who is at that moment the only person who comments on the course and impacts of the crisis in relation to the public, or mediates the statements of the representatives of the UHK for the media, etc.

The specific course of crisis communication always depends on the nature and extent of the crisis. The UHK Spokesperson always carries out communication in cooperation with the management of the affected part of the UHK, the UHK Legal Department, and the Vice-Rector for International Relations. At this point, the text is intentionally not more specific, as the UHK crisis communication strategy is not public by nature and is implemented by a separate document.



¹ Natural disasters or intentional acts of violence, such as human-caused events, usually affect public health or property. By reputational risk, we mean all cases and topics that may damage the good reputation of the UHK as a whole, its individual parts, or specific representatives of the UHK.

CONCLUSION

The UHK Communication Strategy is the result of the joint efforts of employees of the communication and PR departments across UHK. Specifically, these are employees of the Publicity and Communication Department, PR coordinators of the units, and the UHK Chancellor.

The UHK Communication Strategy was created by sharing the good and bad practices of the above-mentioned authors, with a common interest in building a strong, high-quality, and attractive UHK brand that makes sense.

