

Communications platform for Stockholm University

On 15 December 2011, the Vice-Chancellor approved a new communications platform for Stockholm University.

Introduction

The awareness of Stockholm University's identity needs to be enhanced. Competition for the best students, teachers and researchers is strong. At the same time, it is becoming increasingly important to receive external financial contributions, and to attract successful partners. Focusing on a clear, common identity will make a greater impact in communications with the outside world, open doors and make it easier to attract the best students, teachers and researchers, not only from Sweden but from other countries as well. Internally, within the University, it is important to create interest and involvement among the staff.

The University should thus work more actively with the dissemination of information about education, research and the University's work as a whole. This should be done on the basis of a university-wide communications platform and a university-wide manual for visual identity.

Stockholm University's communications policy is a framework for all communications within all university operations. The policy establishes Stockholm University's views on the purpose and importance of communication; responsibilities and roles in the communication process, target groups and channels.

The communications policy is complemented by a communications platform and a manual for visual identity. The communications platform is a foundation for everyone working with information and communications within the organisation. It describes the position the University is aiming for, along with the core values and key messages that form the basis of Stockholm University's profile and image.

The manual for visual identity contains guidelines for the graphic and digital design of information and communications.

Stockholm University's communications plan annually defines communication activities in prioritised target groups.

Efficient communication should contribute to achieving the mission objectives. Information and communications aspects should be considered prior to any general decisions.

Vision

The vision sets a general direction and level of ambition for the operations at Stockholm University up to 2015:

By the year 2015, education and research at the majority of the University's departments and units should be nationally outstanding and internationally prominent.

Objectives

Stockholm University's general communications objectives are to:

- Increase awareness of Stockholm University.
- Create a positive attitude towards Stockholm University.
- Increase the preference for Stockholm University – encourage more people to make Stockholm University their first choice.
- Increase loyalty to Stockholm University – encourage more people to continue to choose/stay at Stockholm University.

Identity and position

The identity, namely what the University stands for, provides and strives towards, is the foundation of the University's communications with the target groups.

At Stockholm University, education and research produce results. A relationship with Stockholm University produces results for students and stakeholders; it creates new values and delivers quality outcomes. The University operates in Stockholm, one of the world's most dynamic capitals. The city's values of openness and innovation are shared by the University.

Core values

Stockholm University's core values are results, innovation and openness. They serve as guiding principles internally, and as a basis for creating added value externally. The core values are not the message. They should shape the message, be highlighted and emphasised. They should be felt in the message.

Results

Stockholm University contributes to individual and social development through quality education and outstanding research. The results we produce, in the form of knowledge and experience in areas such as chemistry, health, economics, language, climate, seas and environment, make a difference. A relationship with Stockholm University delivers quality outcomes whether you are an employee, student, researcher or stakeholder.

Innovation

Stockholm University is characterised by innovation. Stockholm University College was founded in 1878 as an alternative to the traditional universities in Sweden. From the beginning, we have dared to innovate. The University appointed Sweden's first female professor, has produced four Nobel laureates in chemistry, and established new research centres, including the

Stockholm Resilience Centre, the Centre for Fashion Studies, the Centre for the Study of Cultural Evolution, and the Astrobiology Centre.

Openness

Stockholm University is generous and welcoming. Our activities have been characterised by dialogue from the beginning. We make knowledge accessible to everyone through education, research and our participation in debates and social development. Departments and researchers are invited to participate in government investigations and to provide consultation responses to proposed legislation. Scientific arguments have an impact on public debate when the University's researchers are involved with the media on a daily basis.

Key message

Stockholm University's key message is:

In one of the world's most dynamic capital cities, Stockholm University creates new opportunities for individuals and society through education and research at the highest international level. Our education and research produce results.

Message adapted to target groups

Students

For students, Stockholm University provides great opportunities for professional development in an exciting urban environment. Stockholm University is a part of Stockholm's dynamic and development potential. The focus is on enabling students to achieve results through high quality education, and to gain good career opportunities, merit and status. Stockholm University's image should be that of a progressive university in a modern capital.

The message to be conveyed to students is:

We are one of Europe's leading universities in one of the world's most dynamic capitals. Our education and research produce results.

Stakeholders

Stockholm University is accessible and proactive in forging beneficial relationships that create value. The University is visible and distinctive, takes initiative and is easy to deal with. The relationship with Stockholm University is something that stakeholders are proud of, that feels valuable and creates value for both the organisation they represent and society in general. Stockholm University is a part of Stockholm's development potential. Stockholm University is a modern university and is open to the world.

The message to be conveyed to stakeholders is:

We are one of Europe's leading universities in one of the world's most dynamic capitals. Our education and research produce results.

Profile texts

A brief description of Stockholm University, focusing on identity and position, core values and key messages:

Version 1. (e.g. web and presentation material)

Stockholm University is characterised by innovation and openness. We make knowledge accessible to everyone through dialogue and our participation in public discussions and social development. The University was founded in 1878 as an alternative to the traditional universities in Sweden. We innovate. The appointment of Sweden's first female professor, four Nobel laureates in chemistry, and the creation of new centres including the Centre for the Study of Cultural Evolution and the Astrobiology Centre are examples of this innovative approach.

Stockholm University contributes to individual and social development through quality education and outstanding research. We are one of Europe's leading universities in one of the world's most dynamic capitals. The results we deliver, in the form of knowledge and experience, make a difference. A relationship with Stockholm University delivers quality outcomes whether you are an employee, student, researcher or stakeholder. Our education and research produce results.

Version 2. (e.g. information material and job advertisements)

We are one of Europe's leading universities in one of the world's most dynamic capitals. A relationship with Stockholm University delivers quality outcomes whether you are an employee, student, researcher or stakeholder. Our education and research produce results.

Version 3. (e.g. job advertisement)

Stockholm University – our education and research produce results.

Monitoring and evaluation

Stockholm University's position in society, i.e. awareness, attitude, preference and loyalty, should be continuously evaluated and related to other universities through profile surveys. These should be connected to the University's quality surveys and annual progress reports.

General activities should be evaluated through surveys. Each department is responsible for the continuous evaluation of their respective activities.

Templates and checklists (in Swedish)

Templates and checklists provide additional support in the communications work. Examples include rules for web publishing, media tips, writing guidelines and a template for communication plans. These tools are available on the staff pages on Stockholm University's website.