

Statute of Public Relations and Internationalization Service of Davit Agmashenebeli University
of Georgia

Approved _____

Rector of the University: _____

Article 1. General Provisions

1.1 Public relations and internationalization service (hereinafter - the service) is a structural unit of the university.

1.2 The service functions in connection with other structural units of the university and is guided in its activities According to the on the legislation of Georgia, the statutes of the university and the present statute.

1.3 The service , within its competence, is accountable to the rector and the academic council of the university, fulfills the duties assigned by the rector based on the law.

Article 2. Purpose of the service, main objectives and functions

2.1 The purpose of the service is to provide information about the university's mission, goal, strategic development and action plans, as well as the current processes of the university to the university community and interested parties, both inside and outside the country.

2.2 Objective and functions of the service

2.2.1. Objective of the service:

A) Promote popularization of the University activities;

b) ensuring publicity of educational-scientific processes, planned or implemented events;

- c) Involvement in the internationalization process of the university, establishment of close cooperation with various universities of the world, promotion of integration of students and academic staff in the international educational space;
- d) providing access to the decisions, orders and other individual administrative-legal acts of the university rector and the academic council for interested persons;
- e) Ensuring publicity of educational and scientific processes of the university, planned or implemented events.

2.2.3. Functions of the service:

- a) development of the public relations policy of the university, use of effective forms, mechanisms and means of its implementation;
- b) development and management of advertising policy of the university;
- c) ensuring the raising of public awareness on the university;
- d) systematic updating of the university website;
- e) promotion of university schools, television (SDASU TV) activities, as well as academic staff;
- f) management and development of the university website (www.sdasu.edu.ge);
- g) Management and development of official social media channels of the university
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 - The official Facebook page: www.facebook.com/universitysdasu/
(Davit Agashenebel University of Georgia*DAUG);
 - Official youtube channel;
- h) organization of university mission, action and strategic development plans, as well as presentations, press conferences;
- i) preparation of printed and electronic advertising materials about the activities of the university;
- j) organizing meetings of students, parents, high school principals, graduates and entrants in order to establish a connection with the university;
- k) planning-implementation of advertising and reference campaign in order to attract Georgian and foreign students;
- l) obtaining and disseminating information about exchange educational programmes among students and academic/invited staff;
- m) providing services to students and professors received and sent within the framework of the exchange programme;
- n) close cooperation with foreign organizations, professional associations and information centers;
- o) ensuring signing of memorandum of cooperation with foreign and local universities and scientific research centers;
- p) development and implementation of annual action and strategic development plans of the Public Relations and Internationalization Service;

- q) searching for international grant projects together with other structural units and involving the university in its implementation;
- r) informing and attracting foreign students regarding the educational programmes of the university;
- s) close cooperation with diplomatic corps accredited in Georgia and foreign organizations, foundations, information centers within the scope of its competence;
- t) Organizing reception and hosting of delegations from partner universities and scientific institutions;
- u) organization of international conferences, seminars, forums, symposiums and other activities;
- v) participation in conducting works to obtain international accreditation within the scope of competence.

3. The structure of the service

3.1 Public relations and internationalization service of the university is a structural unit of the university.

3.2 The positions defined for the service: Head of the service and Chief Specialist;

3.3 The head of the service and the chief specialist are appointed and dismissed by the rector;

3.3. Head of the service:

- a) Runs and manages the Service activities;
- b) Defines the priorities of the service's activities and is responsible for their implementation;
- c) supervises the work of the chief specialist in order for him/her to duly fulfill his/her duties;
- d) is accountable to the rector of the university;
- e) organizes the performance of the functions assigned to the service by this statute, for which he/she submits proposals to the rector in order to arrange and resolve individual issues;
- f) Participates in the elaboration and reviewing of the University's Action Plan and Strategic Development Plans;
- g) plans and organizes press conferences, distributes press releases and provides information to interested persons in order to disseminate complete information reflecting university life;
- h) plans long-term media campaigns and communication strategy with mass media;
- i) communicates with government structures, educational/scientific institutions, non-governmental organizations and various public organizations;
- j) Facilitates the internationalization process of the University and establishes close co-operation and partnership with foreign universities;
- k) ensures the establishment of close cooperation with diplomatic corps accredited in Georgia, foreign organizations, foundations, information centers.
- l) monitors TV news and press;
- m) manages the university website (www.sdasu.edu.ge) and takes care of its development;
- n) manages the official social media channels of the university and takes care of their development

3. 5 Chief specialist:

- a) provides assistance to the head of the service in the performance of assigned tasks and in the implementation of activities provided for by his/her functions;
- b) participates in the planning and preparation of press conferences, preparation and distribution of press releases;
- c) within the scope of the competence, provides information to interested persons regarding traveling to study abroad;
- d) provides services and consultations to staff and students who arrived and/or were sent as a result of mobility;
- e) participates in the organization of the selection competition for candidates for exchange programmes;
- f) participates in the search for international grant projects;
- g) participates in hosting delegations of partner universities and scientific institutions;
- h) participates in the organization of nationwide and international conferences, seminars, forums, symposiums and other activities at the university;
- i) performs other duties assigned by the head of the service.

Article 4. Reorganization and Liquidation of the Service

Reorganization and liquidation of the service is carried out based on the decision of the academic council of the university, by the individual administrative-legal act of the rector.

Article 5. The rule for making amendments and additions to the Statute

Amendments and additions to the statute are made through the approval of the draft of amendments and additions prepared by the Head of the service by the Academic Council.