

**UNIVERSITY OF PORT
HARCOURT
PORT HARCOURT
NIGERIA**



**PUBLIC RELATIONS AND
INFORMATION POLICY**

RESEARCH MANAGEMENT POLICY

**Ratified during the Stakeholders' Meeting of Monday 16th October
2023 at the CBN Centre of Excellence Auditorium, University Park**

**INFORMATION, PUBLICATIONS AND PUBLIC RELATIONS
*OFFICE OF THE VICE CHANCELOR***

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CORPORATE PROFILE OF THE UNIVERSITY

VISION

The University of Port Harcourt envisions to be among the best entrepreneurial Universities in the world renowned for its teaching, research, innovation, creativity, productivity, scholarship and entrepreneurship.

PHILOSOPHY

The University of Port Harcourt is committed to academic freedom, ethics and integrity, tolerance, probity, equal opportunity, producing competent graduates and respect for cultural diversity.

MISSION STATEMENT

The Mission of the University of Port Harcourt is the pursuit of academic excellence, the advancement of knowledge and services through quality teaching, lifelong learning, social inclusion, strengthening of civil society and policy relevant research that address the challenges of contemporary society.

GOALS AND OBJECTIVES

GOAL 1: UNIVERSITY GOVERNANCE/FINANCIAL MANAGEMENT

Objective 1: Every unit of the University should be structured to be cost effective and efficient, and generate revenue e.g. 10% annual improvement

Objective 2: Broaden the funding sources for the University.

Objective 3: Computerization of the accounting system of the University

Objective 4: The skill set of people in the University leadership should meet global best practice.

Objective 5: Adherence to procurement guidelines

GOAL 2: EXCELLENCE IN TEACHING, TRAINING AND RESEARCH

Objective 1: Improvement in the quality of teaching, research and Learning

Objective 2: Improvement in the international outlook of the University

Objective 3: Upgrade of existing library and information technology services in the University

Objective 4: Making the University a Centre of excellence for Niger Delta Studies, Sports, Arts, Petroleum Engineering and Geosciences

Objective 5: Engage in internationally recognized and locally relevancy research, perfect creativity, innovation, patent, publish and develop products for commercialization and entrepreneurship.

GOAL 3: UPGRADING OF INFRASTRUCTURE AND UTILITY SERVICES

Objective 1: Improvement of the road network and access to all units.

- Objective 2: Water supply for a projected population of 100,000 by 2025
 - Objective 3: Provision of uninterrupted power supply using a multi-prong approach including gas, biomass, solar.
 - Objective 4: Strengthening and upgrade of safety, waste management and general environmental beautification (including aesthetics, painting/building designs)
 - Objective 5: Provision of suitable buildings to accommodate all academic Units.
 - Objective 6: Improvement of health care and recreational facilities.
 - Objective 7: Expansion of student and staff accommodation using various partnership options
 - Objective 8: Provision of modern ICT infrastructure
 - Objective 9: Provision of adequate resources and logistics to enable units of the university to fulfil their roles.
- GOAL 4: STRENGTHENING THE ENGAGEMENT OF THE UNIVERSITY WITH STAKEHOLDERS**
- Objective 1: Building enabling environment and encourage partnership with stakeholders.
 - Objective 2: Increasing participation of stakeholders in decision making.
 - Objective 3: Marketing our services and solicit the services of stakeholders and partners through the Technology Park, Art Village, Green Park.
 - Objective 4: Engaging national and international standards organizations for ISO Certification of the University of Port Harcourt.
 - Objective 5: Encouraging the Alumni Association by developing programmes that promote effective networking amongst its members in Nigeria and Diaspora.

Information, Publications and Public Relations Unit (IPPR)

The Information, Publications and Public Relations Unit (IPPR) is a critical chain of command in the Vice Chancellors office responsible for developing public understanding of the aims of the University and the diverse range of its research, teaching, education and innovation activities. The Unit manages the University brand, organises its high-profile events and promotes effective communication across the University.

IPPR's objectives:

Education: Explain and demonstrate the unique student offer and the experience UniPort provides for undergraduate and postgraduate students.

Research: Promote UniPort's work that enhances the lives of millions, solving real-world problems.

People: Promote UniPort as a great place to study, work, supporting the University's efforts to attract, recruit and support talented individuals and provide a diverse, inclusive, fair and open environment that allows staff to grow and flourish.

Engagement and partnership: Promote and support UniPort's efforts to enhance public engagement, knowledge exchange and innovation culture, thereby ensuring that our research and education benefit wider society.

Ensuring UniPort's future: Promote Uniport's innovative funding and philanthropy; growth and renewal plans (i.e. facilities and housing) and 'One UniPort'.

THE VISION

The vision of the Department of the Information, Publications and Public Relations is to present the University of Port Harcourt story and maintain the image of University of Port Harcourt in a compelling manner with a view to enhance it as brand equity and stay ahead of competitors in the area of research, teaching, learning and community service. Succinctly stated, the bottom line of the Unit is to make the University more competitive, accessible, and visible to the public.

IPPR comprises six teams:

University Communications

Deliver news and information about the University and its achievements to the public and media globally. Highlights key new University initiatives, including progress on student access.

Liaises with state and local governments and with community groups around the UniPort, engaging with them on the University's key ambitions and higher education issues.

Publication of the online and print magazine to keep staff, students and stakeholders in touch with the latest news and views about the University and the city.

Research and Innovation Communications

We strive to work closely with colleagues in academic divisions and departments, as well as in related units such as Research and development.

We aim to tell the stories that show the positive impact UniPort research and innovation is having on people's lives and the advancement of knowledge around the world.

As far as possible, we link our work to the University's organisational priorities and strategy to help deliver specific outcomes for researchers and the university.

Campaigns & Digital Communications

Lead on corporate campaigns and promote the work and activities of the University through a range of digital communications. These include the University's main public-facing website, video and animation, and social media channels.

Internal Communications

Deliver strategic communications to staff, fostering staff engagement, as well as celebrating and promoting the significant contribution of the University to teaching, research and innovation. The team also disseminates information about major change initiatives to keep staff safe and informed.

Manage University-wide channels, including webpages, University Bulletin and the *Magazine*. The team also facilitates and supports the University's Communications Community.

Brand & Design

Management of the University brand including advice on internal use of the brand, brand guidelines, digital files and templates, and external brand licensing. Design and production of core publications including the End of Tenure Report etc, Creation of digital assets and printed items for Public Relations campaigns. Production of photography and management of the shared University image bank. Design and supply of branded conference items.

Events

Conception and delivery of high profile in-person, online and hybrid events. Annually, these include ceremonies, lectures, internal staff events, visits and building openings. Our events showcase the University's teaching, research, and innovation and many on behalf of the Vice-Chancellor. We also offer online guidance for organising and promoting events and provide advice on all aspects of event delivery.

MECHANICS

To achieve the aforementioned, the Unit shall develop and implement an integrated marketing plan, massive enough to get our stakeholders speak a common and uplifting language in all the area of interest that concern the university. The integrated Marketing Plan will cover advertising, brand marketing, personal marketing, direct marketing, online and internal communication.

JUSTIFICATION

The current global and national economic challenges call for a complete overhaul of our strategy, in order to ensure that University of Port Harcourt fulfils her vision and purpose to all our various stakeholders. To achieve this, the University's communication strategy will promote and ensure one, clear and strong voice that consistently promotes and elevates the Uniport brand.

In light of this, we must be concerned with

1. How we are perceived, appreciated and valued: What do people say about us? How is the Uniport brand perceived? A bad product with good publicity or a good product with poor publicity? A value adding institution or one that fails to keep her promise-these are critical question we must ask and answer.

2. Our relationships with key resource providers: These include the government, stakeholders, financial institutions, donors, parents, etc. There must be an intentional effort to ensure that the relationships we have established are preserved even beyond the period of partnership.

3. Ability to connect with our diverse and restless target segmentation: The 21st century youth is one that is restless and daily combated with a lot of information, as such our strategy must be such that can capture and sustain their attention in an over dynamic global landscape

4. Prevailing socio-economic situations: Demands that the University deploys matching automatises to the challenges accompanying the socio-economic realities of operating in the 21st century.

5. Our ability to attract and retain the desired size and mix of student enrolment: This is highly important in order to ensure that the University status is sustained at the global level.

6. Elimination of all forms of inconsistent and uneven marketing activities: There is a need to re-emphasize the need for consistency in our communication and marketing activities.

OUR STRENGTH

To elevate the University of Port Harcourt brand, it is important that effort must be directed towards achieving the following:

- Display and manifest enriched leadership qualities: Leading by example at all levels
- Excellent student-faculty relationship: Mutually beneficial not exploitative
- Exceptional academic quality: reward and celebrate performance.
- Scholarly achievement and reward outstanding achievements i.e research
- Partnerships: no one goes on his way alone

The attainment of the above five strategic service goal is expected to make University of Port Harcourt the most admired and reputable University on the continent of Africa. Our brand promotion will vigorously promote our goals.

SPECIFIC MARKETING & COMMUNICATION GOALS

Goal #1: Focus and improve the University's image brand in an honest and ethical way:

Our ability to stay ahead of competition around staff, students, resources and service lies much on how well we are able to convince our internal publics (staff and students) to believe in and support the University's mission. The campaign must begin with the administration and subtly diffused at faculty and departmental levels with strong and well packaged presentations that promote brand loyalty among the faculty and staff.

The objectives to re-orientate our internal publics, de-emphasize reward, appreciate, and recognize selfless service promote and celebrate a culture of service.

Goal #2: Attract high achieving and diverse students/faculty. Student enrolment effort is designed to achieve the desired size and mix of student faculty to the departmental levels. The desired mix is addressed the international content of staff and faculty body and the current restructuring/repositioning exercise talked about appropriate program mix.

Goal #3: Build and Increase University Industry Partnerships: Partnering to create solutions to emerging problems in the different sectors including Business, Agriculture, Banking, Economics, Communication, etc matching our research efforts to provide solutions to societal problems, to facilitate our intention to make global and local impact. Explore more professional collaborations Le. Mass Communication and Marketing Departments- NIPR, APCON, etc, to further enrich our curriculum and certificates.

Goal #4: Position the University to receive improved philanthropic support for her vision and mission. Develop proposals and programs that can encourage philanthropic support.

Goal #5: Enhance public awareness, appreciation, and accessibility. Create more avenues for promoting the University of Port Harcourt brand.

TARGET GEOGRAPHY & DEMOGRAPHIC

A critical component of our strategic plan is internationalization. The international content of our programs, faculty and students should shape the way we do things and elevate UniPort to enviable heights.

SPECIFIC MARKETING MIX

In an effort to implement a cohesive brand across the university, the following communication tools would be established or enhanced.

a. Institute a quarterly town hall meeting in the University: in the spirit of one clear and strong voice, a quarterly PR/marketing meeting would be instituted with a view to brainstorming and harvest innovative ideas, and capture success stories that worth telling the World. A consistent question/objective that must be asked at each of this gathering is:

- to seek for an inspiring story or innovative ideas that worth featuring in all our communication materials. The second question is:

- to recognize people who have made outstanding/positive and innovative difference in the University and particularly from the various faculties/departments

b. Creation of University of Port Harcourt Brand Ambassadors: this exercise will involve and enlist University of Port Harcourt Brand Ambassadors: parents, students and alumni.

c. Web communications strategy: Enhance the university's website as the primary source of information. Establish a performance platform for all Web Liaison Officers; submit a monthly performance report of all Web Liaison Officers to the University administration. Each program and department will have detailed write up about their programs. The key officers in each department and their pictures will appear on their home page and this must take effect from 2024. All university publications must be designed to generate interest and direct the public to the University website. The web pages must conform to the University graphic identity manual in order to ensure brand consistency.

d. Photo Library and Helps: Inspiring and still photography is crucial for effective presentations on the website and in publications, and for other media.

e. Event Marketing: Create unique events for Direct Selling, Sales Promotions and Internal / External Public Relations. This can be achieved through Career Talk, Valedictory Services, School Open Days, Sports and Social meetings within Secondary Schools and other Universities.

f. Endorsements/ Face of University of Port Harcourt: Enlist the support of celebrity Alumni, parents, students and alumni as faces of University of Port Harcourt; set up criteria for induction.

g. News Publications: To ensure continuous stimulation of interest, the office of IPPR will encourage various units/department/faculties to develop personalized human-interest stories which could be in all our print and electronic marketing and communication material materials. A performance benchmark for this initiative must see that the University generates a minimum of 10 compelling stories monthly.

j. Marketing Videos: Short marketing videos are to be produced for the University, in general and each of the signature programs either undergraduate or postgraduate. The marketing video must be available on the website and posted on reputable social media -in form of a virtual campus tour.

k. Online Publications of Graduate dissertation: Painstaking efforts must be made to showcase exceptional dissertations, and such must be published online. The University must immediately institute 'Dissertations Awards' to be given across levels: Programs, Schools and University wide.

1. Advancement Communications

Oversee the planning, development and implementation of public relations and communications projects for the University's Capital campaign and other Fundraising effort. Responsible for campaign communications and publications, communications and presentations to various stakeholders and communications and marketing support for the University.

2. News and Media Relations

Provides university information and news to internal and external groups. Working closely with schools, departments, and programs. Prepare news releases and media advisories and arranges news conferences.

- Oversee the production of UniPort News and University Magazine. Work closely with the faculty of Communication and Media studies to ensure that the student body of the department serves as interns that provides additional support to specific projects and programs of the IPPR.

3. Publications and Web Services

- Oversee the publication, web services, promotional photography, and Web design as well as content, standards function of the university web page. Implementing

consistent, unified design templates and site "look-and-feel" for the University website and presentation templates.

- Prepare Vice Chancellor's annual report. Ensure circulation of same to all stakeholders.

4. Parents Relations

- Serve on the Parent Consultative Board /Forum.
- Create a brand identity for the PCF and craft strategy for the forum to become a strong brand in the country.
- Handle all media relations in respect of PCF activities.
- Devise strategy to Identify, Cultivate and Manage individual parent to donate towards the capital campaign and other fundraising projects of the University. Keep detail record of each donor and ensure that donor giving history is included in the development information management system.
- Develop effective means of mobilizing parents to attend PCF meetings.

5. Governmental Relations

Ensure excellent relationship with various governments (Local, States and Federal) and government agencies with a view to garner support for the University in its various endeavours.