



«АККРЕДИТЕУ ЖӘНЕ РЕЙТИНГТІҢ
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR
ACCREDITATION AND RATING

COMMUNICATION STRATEGY

2022 – 2024

Editorial Board:

under the general editorship of Zhumagulova A.B., Yanovskaya O.A., Kydyrmina N.A.

IAAR Communication Strategy for 2022-2024. – Nur-Sultan c.: NPI «Independent Agency for Accreditation and Rating», 2022. – 16 p.

The communication strategy was developed by IAAR to ensure effective coverage of the target audience: higher education institutions, students and employers. IAAR communication strategy allows for a deeper study of current research topics for key stakeholders needed to improve the activities of higher education institutions and promote the culture of quality of accreditation agencies based on further improvement of accreditation procedures.

The communication strategy is of interest to the Ministry of Education and Science of the Republic of Kazakhstan, higher educational institutions, accreditation bodies, expert and academic community, employers, students and all interested in improving the quality of education and further effective development of educational organizations.

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Communication strategy to ensure effective coverage of the target audience

1. General characteristics

IAAR Communication strategy is a long-term plan of social interaction, with the aim of establishing the required level of communication, based on obtaining the results of international accreditation in the areas of thematic analysis in the communication environment: higher education institutions, students and employers.

IAAR Communication strategy is aimed at creating a positive image of an Independent Agency for Accreditation and Rating. The communication strategy is a complex impact of the Agency on the external environment – stakeholders, in order to create favorable conditions for stable activity in the market of accreditation services and ensure effective coverage of the target audience. These are the steps of the actions of the Independent Agency for Accreditation and Rating for the future, based on the use of a set of communication tools, in the framework of interaction with all subjects of the system: higher education institutions, students and employers.

The Communication strategy was developed by IAAR for the successful promotion of independent accreditation in the educational services market, for broad interaction with stakeholders: universities, students, employers and the academic community as a whole. The Agency's communication strategy is a reliable, well-functioning system of communication with the educational services market.

The main goal of the Communication Strategy is to build an effective exchange of information with the target audience to promote the image of IAAR and receive feedback within the framework of the communication policy - to ensure stable and effective activities to study demand and promote accreditation services to the educational market, in order to fully meet the needs of stakeholders, solving specific issues by means of communication with representatives of the communicative environment: university staff, students and employers.

The main objective of the communication strategy is to provide information support for the Agency's development strategy and image by reaching the target audience: educational organizations, employers, students.

Key objectives of the IAAR Communication Strategy:

- **study of ways** to increase the interest and usefulness of thematic analysis among the target audience;

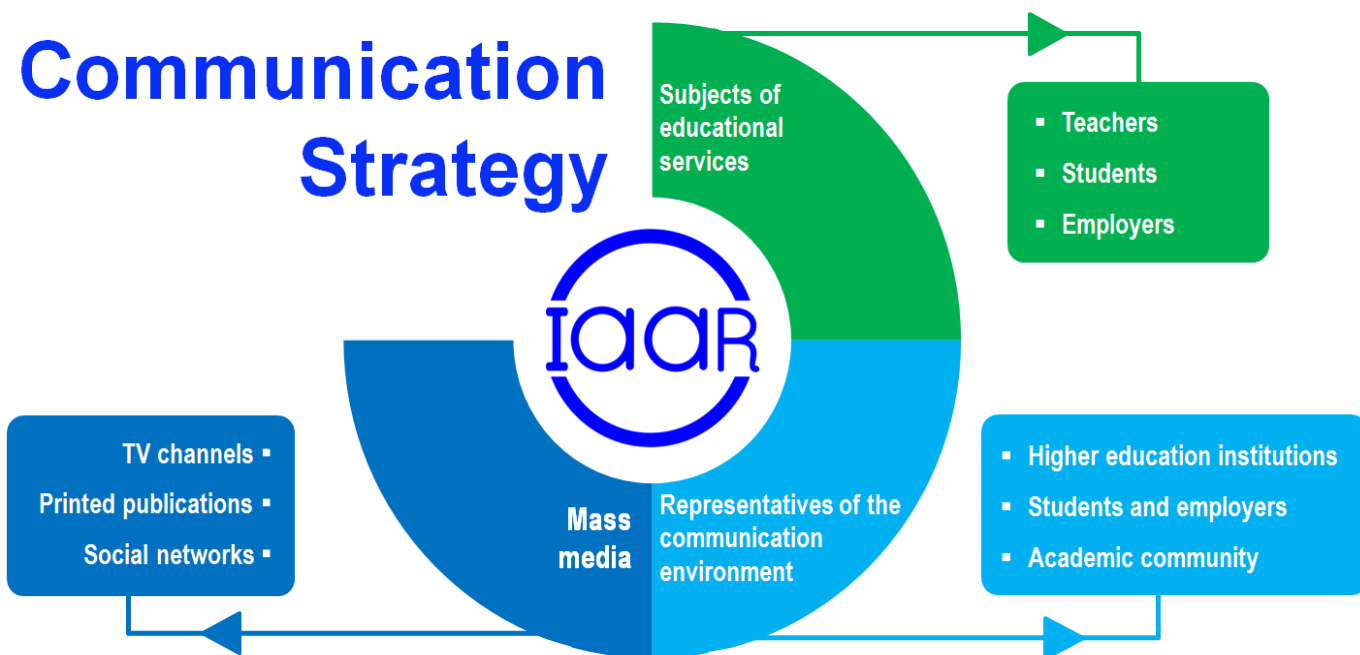
- **ensuring the recognition of IAAR** and expanding the interest of target audiences;
- **engage new partners** and higher education institutions;
- **raising the status of IAAR** and employees represented by all key parties;
- **expanding the coverage** of the educational space to promote the culture of quality and vision of reality by communication participants.

There are three components of a Communication Strategy:

- **IAAR communications** with subjects of educational services (teachers, students, employers);

- **Public Relations** – IAAR communication with all representatives of the communication environment: higher education institutions, students and employers, academic community;

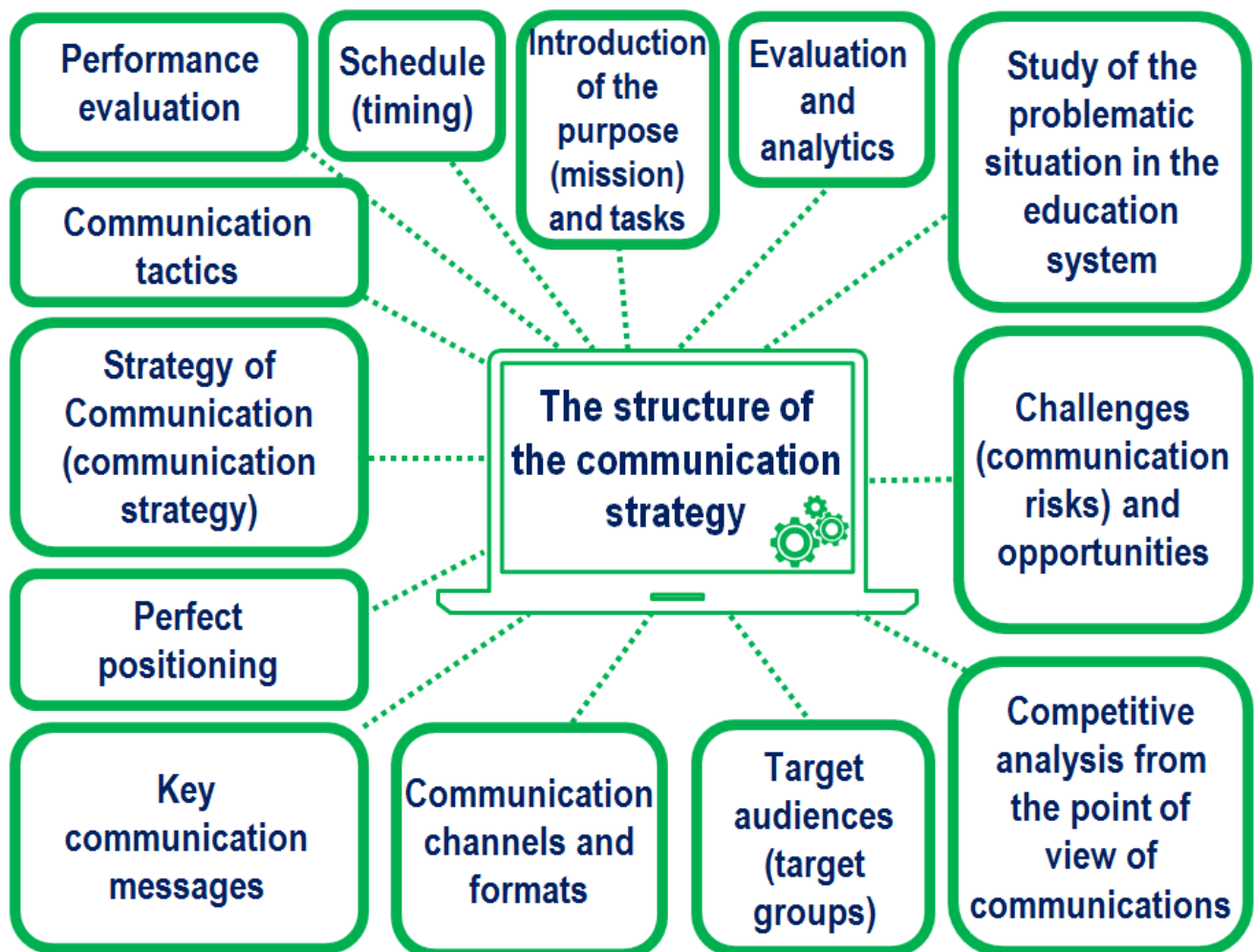
- **Advertising** – IAAR communications with the media, selection of advertising media for each media (channels, publications, etc.), as well as determining the role of each direction in the overall Communication strategy.



Picture 1. Elements of a Communication strategy

2. STRUCTURE OF STRATEGIC COMMUNICATIONS

A key element of the development of an Independent Agency for Accreditation and Rating includes the following:



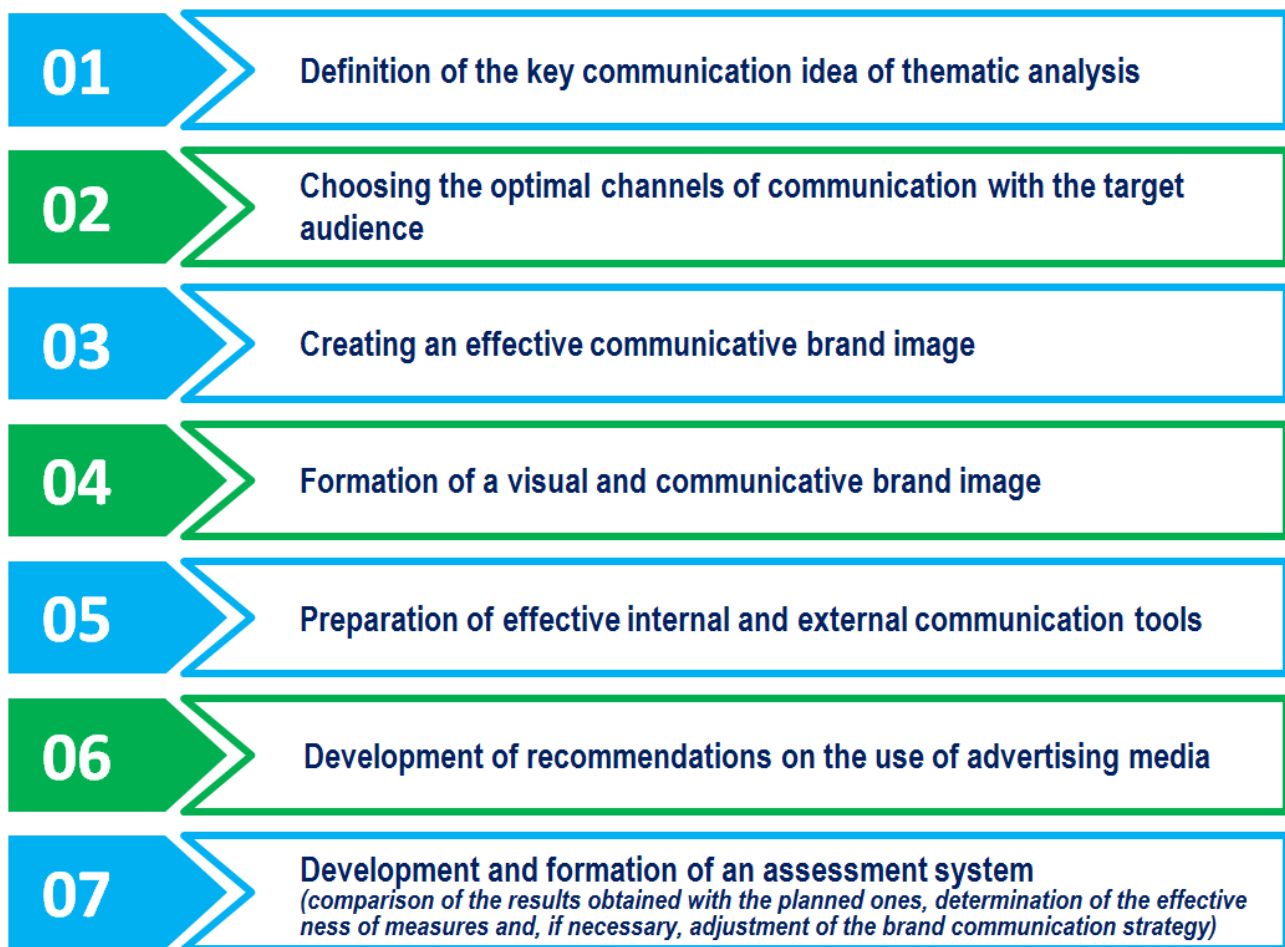
Picture 2. Structure of the Communication Strategy

A communication strategy is a set of the most effective tools for influencing target audiences and a Plan for thematic analysis of the use of these tools.

Professional development of the Communication Strategy and its subsequent implementation guarantee reliable contact of the Agency with the target audience. In practice, this means that an effective Plan is based on accurate and reliable information about the IAAR brand, the educational services market, and consumers - students. Therefore, the Agency's communication strategy begins with an in-depth study and assessment of the general situation of the state of the education system, the educational services market, the needs of the target audience, and the state of the competitive environment.

3. STAGES OF CREATING A COMMUNICATION STRATEGY

The main stages of the IAAR Communication Strategy include:



Picture 3. Stages of the Communication Strategy

The result of the development of a Communication Strategy is the development of a step-by-step plan that includes consistently implemented activities within the framework of a communicative mix (promotion mix):

Step 1. Analysis of the current situation of IAAR media activities.

Step 2. SWOT analysis of the work of the IAAR.

Step 3. Determining the target audience of IAAR.

Step 4. Determination of the competitive environment and ways of interaction.

Step 5. Formation of key messages for target audiences.

Step 6. Development of a calendar of information guides.

Step 7. Selection of communication channels with target audiences.

Step 8. Preparation of a press release and formation of a Media base.

Step 9. Interaction with the Media: information gathering, feedback.

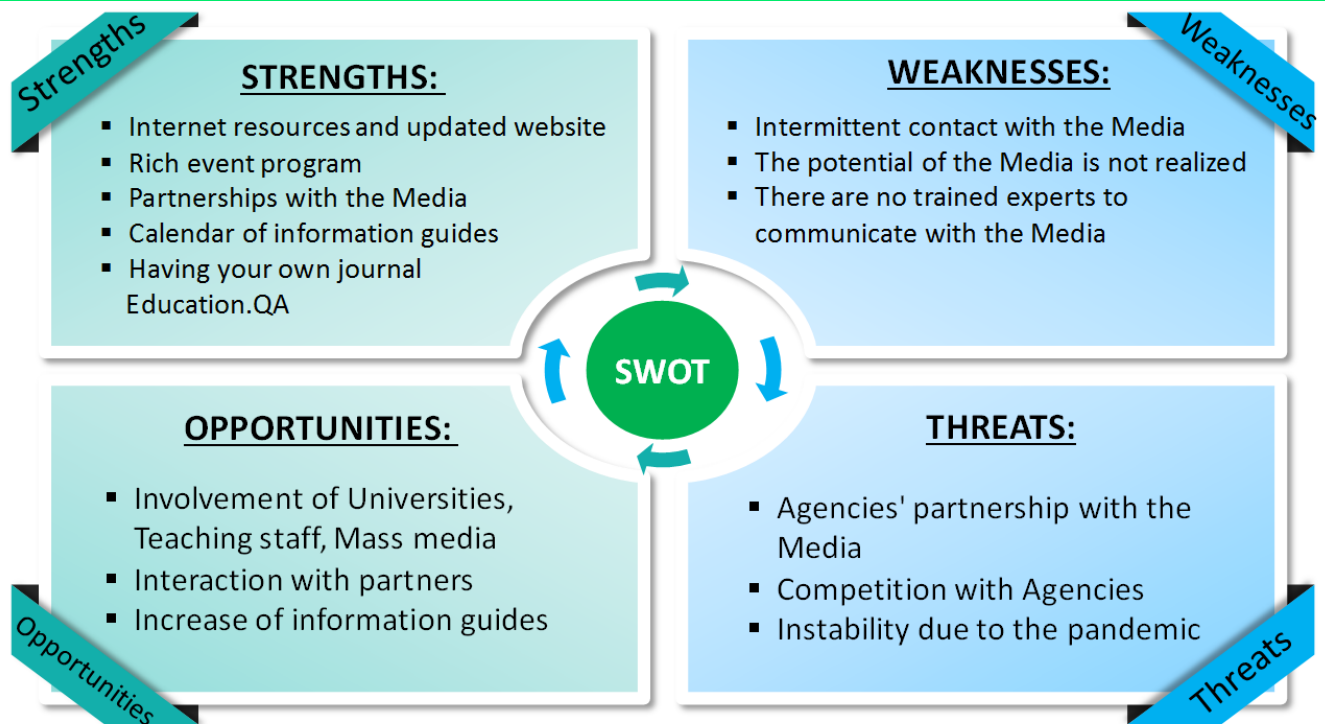
Step 10. Analysis of the effectiveness of the Communication Strategy implementation.

Step 1. ANALYSIS OF THE CURRENT SITUATION OF IAAR MEDIA ACTIVITIES

(TV channels, radio, news agencies, mass media: Internet, publications)

1. Conducting accreditation in the Republic of Kazakhstan and abroad.
2. Number of organized training seminars, trainings.
3. Number of published articles in the Media.
4. Number of interviews and questionnaires conducted.
5. Events organized by IAAR.
6. Number of presentations and meetings.
7. Participation in forums, conferences, round tables and webinars.

Step 2. SWOT ANALYSIS OF THE IAAR WORK



Step 3. DETERMINING THE TARGET AUDIENCE OF IAAR

- Universities, colleges, schools, Centers of additional education
- Teachers, students, employers.
- Opinion leaders – experts (support the Agency's image).
- Strategic partners (foreign Agencies).
- Professional communities (exchange of experience).
- Authorities (providing support).

Step 4. DETERMINATION OF THE COMPETITIVE ENVIRONMENT AND WAYS OF INTERACTION

(at the same time, the competitive environment and the IAAR development environment)

- Accreditation agencies (national and foreign).
- Educational organizations.
- Creating a database of competitors' contacts for their interaction.

Step 5. FORMATION OF KEY MESSAGES FOR TARGET AUDIENCES

(key messages are formed from the goals of IAAR, express the main ideas and meet the interests of target audiences)

<u>GOVERNMENT REPRESENTATIVES</u>	<u>OPINION LEADERS (EXPERTS)</u>
<p>IAAR is a leading Agency, included in the Register of the Ministry of Education and Science of the Republic of Kazakhstan.</p> <p>IAAR is a member of international Quality Networks and Associations.</p> <p>IAAR cooperates with the MES RK and authorized bodies of foreign countries to promote the culture of education quality</p>	<p>IAAR conducts free seminars for experts.</p> <p>IAAR publishes the magazine «Education.QA» and publishes articles for free.</p> <p>IAAR organizes the Central Asian International Forum on Quality Assurance of Education annually</p>
<u>MEDIA</u>	<u>PARTNERS</u>
<p>IAAR quality of accreditation</p> <p>IAAR determines the level of the university</p> <p>IAAR has a high rating</p>	<p>IAAR organizes joint events and seminars with partners</p> <p>IAAR conducts joint accreditation with partners</p> <p>IAAR participates in events organized by partners</p>

Step 6. DEVELOPMENT OF A CALENDAR OF INFORMATION GUIDES

(IAAR activity)

Key events forming info occasions:

- **Annual holding of the Central Asian International Forum on Quality Assurance.**
- **Conducting training seminars to improve the skills of experts.**
- **Organization and holding of seminars and trainings for universities.**
- **Participation in educational exhibitions and international conferences.**
- **Participation in anniversary conferences and events organized by universities.**
- **Conducting webinars, business breakfasts, on-line meetings with stakeholders.**
- **Participation in meetings and events organized by authorized bodies.**
- **Conducting presentations for universities and authorized bodies.**
- **Publication of articles of thematic analysis and speeches in the media.**
- **Participation in TV programs.**
- **Posting information on Facebook and social networks about the results of thematic analysis and events conducted by IAAR.**
- **Popularization of the magazine «Education.Quality Assurance» among the target audience.**

**THE PLAN
OF A SET OF THEMATIC ANALYSIS ACTIVITIES FOR
IMPLEMENTATION OF THE COMMUNICATION STRATEGY
for 2022-2024**

Research topics	A set of events	Responsible	Timing and results
2022			
1 Analysis and evaluation of student-centered learning in higher education institutions	1. Survey of students and teaching staff of universities and processing of results	Experts, coordinators	Analytics
	2. Conducting a survey of students and teaching staff	Kydyrmina N.A. Experts, coordinators	During the year Monitoring
	3. Analysis and review of data provided by experts during the accreditation procedure for student-centered learning	Yanovskaya O.A., Kydyrmina N.A.	At the end of the year, an Analytical report
	4. Preparation and holding of a panel session on the topic: «Quality management of education in student-oriented learning» at the VI Central Asian International Forum on Quality Assurance of Education and discussion in an open format	Niyazova G.B.	September 2022 Forum Program

	<p>5. Inviting speakers to speak at the Forum on the Organization of student-oriented Education in Universities in order to exchange experience</p>	<p>Niyazova G.B.</p>	<p>September 2022. Publications of speakers' speeches in the collection of the VI Central Asian International Forum</p>
	<p>6. Formation of the thematic analysis heading in the journal «Education.QA»: «Development of student-oriented education in higher educational institutions of the Republic of Kazakhstan and the countries of Central Asia and Europe»</p>	<p>Yanovskaya O.A., Kydyrmina N.A.</p>	<p>Quarterly Issue of the journal «Education.QA»</p>
	<p>7. Preparation of articles and interviews on student-oriented learning in the magazine and for the Media</p>	<p>Yanovskaya O.A., Kydyrmina N.A.</p>	<p>Quarterly Publication in the journal «Education.QA» and other publications</p>
	<p>8. Distribution of the journal «Education.QA» among universities, teaching staff, students and employers</p>	<p>Yanovskaya O.A., Kydyrmina N.A.</p>	<p>Quarterly journal «Education.QA»</p>

	<p>9. Discussion of the development of student-oriented learning and the expansion of the form of student participation in the evaluation procedures and correction of educational programs in the Media</p> <p>10. Analysis and preparation of materials for the MES RK and authorized bodies of Central Asian countries on the development of student-oriented education in universities</p> <p>11. Preparation of information on the results of accreditation in the Republic of Kazakhstan for the National Report of the Ministry of Education and Science of the Republic of Kazakhstan «On the state and development of the education system of the Republic of Kazakhstan» (for 2021)</p> <p>12. Participation in various conferences on the development of student-oriented learning</p>	<p>Experts, teaching staff, employees.</p> <p>Experts, teaching staff, employees</p> <p>Staff, Experts</p> <p>Employees, Experts</p>	<p>During the year, publications in the Media and interviews</p> <p>June 2023 Information for publication in the National Report of the Ministry of Education and Science of the Republic of Kazakhstan</p> <p>During the year, the publication of abstracts, reports and articles</p> <p>During the year</p>
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<p>2. Conducting a thematic analysis of approaches to expected learning outcomes (learning outcomes approach)</p>	<p>1. Assessment of the current situation based on a survey of the target audience</p>	<p>Yanovskaya O.A., Kydyrmina N.A., Experts</p>	<p>During the year Analytics</p>
	<p>2. Market analysis is the starting point of a business strategy. Assessment of the position in the Agency, identification of strengths and weaknesses, constant monitoring of competitors' actions</p>	<p>Yanovskaya O.A., Kydyrmina N.A., Employees, Experts</p>	<p>During the year Analytics</p>
	<p>3. Analysis of changes in the educational services market (consumer behavior and preferences, market size, impact of technologies and innovations)</p>	<p>Yanovskaya O.A., Kydyrmina N.A., Employees, Experts</p>	<p>During the year Monitoring</p>
	<p>4. Forecast of the Agency's development vector</p>	<p>Yanovskaya O.A., Kydyrmina N.A.</p>	<p>At the end of the year, an analytical report. Publication of a brochure and an analytical report on the IAAR website. Publications in the journal «Education.QA»</p>

<p>3. Analysis and evaluation of the development of inclusive education in universities</p>	<p>1. Development of a questionnaire for students and teaching staff</p> <p>2. Survey of students and teaching staff</p> <p>3. Analysis and review of data provided by experts during the accreditation procedure</p> <p>4. Organization and holding of a panel session on the topic: «Development of inclusive education in educational institutions» at the VII Central-Asian International Forum on Quality Assurance of Education and discussion in an open format in the Media</p> <p>5. Publication of articles on the development of inclusive education</p> <p>6. Conducting seminars for educational organizations</p>	<p>Yanovskaya O.A., Kydyrmina N.A.</p> <p>Experts, coordinators</p> <p>Yanovskaya O.A., Kydyrmina N.A.</p> <p>Kydyrmina N.A.</p> <p>Yanovskaya O.A., Kydyrmina N.A.</p> <p>Experts, coordinators</p>	<p>January 2024</p> <p>During the year, the survey</p> <p>At the end of the year, the publication of an Analytical report on the IAAR website and printed (brochure)</p> <p>October 2024 Resolution of the Panel session at the Forum and publication of reports and articles in the journal «Education.QA» and the collection of the Forum</p> <p>Publication of articles in the journal «Education.QA»</p> <p>During the year</p>
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