

Directive of the Faculty of Arts, Masaryk University No. 2/2022

**ON THE METHODS AND PRINCIPLES
OF INTERNAL AND EXTERNAL COMMUNICATION
OF THE FACULTY OF ARTS, MASARYK UNIVERSITY**

In accordance with Section 28(1) of Act No. 111/1998 Coll., on Higher Education Institutions and on Amendments and Supplements to Other Acts (Act on Higher Education Institutions), as amended, I issue this Directive:

Section 1

Basis and Subject of Regulation

- (1) The Faculty of Arts of Masaryk University (hereinafter referred to as the "FF MU" or "Faculty") strives to ensure that there is good access to information intended for employees, students, applicants, or candidates, and the general public. To do so, it uses communication channels that enable it to distribute relevant information to these target groups (hereinafter referred to as "Communication Channels").
- (2) This Directive specifies individual Communication Channels for communication within the Faculty and to the public and the framework for their use. It also lays down the basic principles of communication.
- (3) Methods for using individual Communication Channels and the principles of communication are developed in more detail in the guidelines.

Section 2

Definition of Terms

- (1) The abbreviation "IS MU" in the text refers to the Information System of Masaryk University, available at www.is.muni.cz. The acronym "INET" refers to the Economic and Administrative Information System of Masaryk University, available at www.inet.muni.cz. The term "Portal" in the text refers to the Masaryk University Employee Portal, available at www.portal.muni.cz.
- (2) For the purposes of this Directive, a role or position referred to in the form of a generic masculine means a role or position performed by persons of different genders, i.e.:
 - a) "Dean" means the male or female dean;
 - b) "Faculty bursar" means the male or female faculty bursar;
 - c) "Employee" means a male or female employee;
 - d) "Student" means a male or female student;
 - e) "Applicant" means a male or female applicant
 - f) etc.

Section 3
Communication Channels

(1) The following Communication Channels are mainly used for the external presentation of the FF MU:

- a) The Faculty **website** at the domain www.phil.muni.cz and the Faculty's unit websites in the respective sub-domains.
 - i. Their target group includes applicants to study, candidates for vacant positions, and the non-faculty public;
 - ii. A separate section of the central website is intended for current students (see 2b below). Similarly, special sections on the websites of individual units may also be intended for students;
 - iii. A separate section of the central website is dedicated to presenting research projects, outcomes, and the creative achievements of the Faculty's academic community, with special attention to their social impact;
 - iv. The way these websites are used and the emphasis on individual target groups is based on the Faculty's current strategic plan.
- b) **Additional websites** of project activities and other activities whose nature requires the dissemination of information to target groups outside the Faculty.
- c) **Official notice board** of the Faculty, accessible on the Document Server in the IS MU.
- d) Faculty-wide profiles and the profiles of individual Faculty units on **social networks**.
- e) **In-person public/popularisation events** for applicants and the general public.

(2) The following Communication Channels are mainly used for communication within the Faculty:

- a) **Employee Portal** website
 - i. Its target group is the Faculty staff and students in doctoral degree programs, and its content is only accessible after logging in.
 - ii. It brings together the following information sources:
 - 1. The static websites of the Dean's Office and Specialized Units, with information, guidelines, and instructions structured according to individual agendas;
 - 2. Web articles with up-to-date information for staff and doctoral students from the Dean's Office and Specialized Units;
 - 3. Calendar of events with invitations to Faculty events;
 - 4. Minutes of meetings of the Faculty's management, the Dean's Board, and the Academic Senate available on the Document Server in the IS MU;
 - 5. Email notifications in Microsoft 365;
 - 6. Notification and preview of selected applications from the IS MU and INET.
- b) **Section for students** on the Faculty website
 - i. Its target group is current students of the Faculty.
 - ii. It brings together the following information sources:
 - 1. Static websites of the Dean's Office and Specialized Units with information, guidelines, and instructions related to studies
 - 2. Web articles with up-to-date information for students from the Dean's Office and Specialized Units;

3. Minutes of meetings of the Faculty's management, the Dean's Board, and the Academic Senate available on the Document Server in the IS MU.
- c) **Faculty Newsletter**
 - i. This is regularly sent to students and staff and summarises important news from the Faculty website or the Employee Portal.
 - d) **LCD screens and advertising spaces**
 - i. As part of its environmentally responsible approach, the FF MU prefers to advertise on LCD screens in the corridors of Faculty buildings instead of displaying printed posters. If necessary, specific advertising space is reserved for such posters. It is not allowed to place any advertising anywhere else.
 - ii. LCD screens are primarily used to share invitations to events organized by Faculty units and clubs or for information campaigns run by the Dean's Office and Specialized Units.
 - e) **Information systems** (IS MU and INET in particular)
 - i. To access them, employees and students use authenticated access.
 - ii. The IS MU primarily serves the needs of student administration, e-learning, and the internal registration agendas. INET is mainly used to manage operating agendas.
 - iii. Special applications in the IS MU are used for familiarising users with internal regulations, training in occupational health and safety and fire protection, and the management of company vehicles.
 - f) **Bulk email correspondence**
 - i. Important information is also brought to the attention of the relevant group of students or employees by the Faculty management, Dean's Office, or Specialized Units by bulk email.
 - ii. Students and employees are obliged to check their email boxes in the IS MU or Microsoft 365.
 - iii. Students and employees are required to use the email address with a university or faculty domain when communicating internally with the Faculty or outside the Faculty on behalf of the institution.
 - g) **Other Microsoft 365 Applications** (especially MS Teams)
 - i. They are used for communication in small work groups and teams.
 - h) **Internal Mail**
 - i. This is used to send physical documents via the Faculty mailroom.

Section 4

Basic Principles of Communication

- (1) In their communication outside the Faculty, under the Statutes of MU, Article 3 (5), members of the academic community are obliged to uphold the good name of Masaryk University.
- (2) Especially in external communication on behalf of the Faculty, students and employees are obliged to observe at least the minimum requirements of the university's Unified Visual Style.
 - a) Materials produced in the Unified Visual Style must respect all its principles.
 - b) Materials produced in one's own visual style must contain at least the Faculty logo while respecting the principles of its use.

- (3) Relevant internal communication must respect the principle of bilingualism and must be in both Czech and English.
 - a) Relevant internal communication means communication towards a target group involving non-Czech-speaking persons or situations where it can be assumed that information will be passed on to other persons outside the original target group.
- (4) Gender-sensitive language is recommended in all communications.
- (5) The website must respect the principle of accessibility for people with visual impairments who use assistive readers.

Section 5
Final Provisions

- (1) This Directive repeals Instruction No. 2/2021 Use of the English Language in the Internal Communication of the Faculty of Arts of Masaryk University, dated 7 March 2022, with effect from 7 March 2022.
- (2) I authorize the Vice-dean for Admissions and Public Relations to interpret the individual provisions of this Directive.
- (3) Compliance with this Directive shall be inspected by the Head of the Office for External Relations of the FF MU, which also provides basic methodological and user support in this area.
- (4) This Directive comes into force upon its signature.
- (5) This Directive comes into effect on 1 January 2023.

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Dean