Charles University (CU) Internal Communications Strategy

Approved by:
Rector's Board (March 25, 2024)
Rector's Advisory Board (April 11, 2024)

1. Introduction: Internal Communications at Charles University

Internal communication at any institution is a key element for efficient functioning. Large universities face the same problems as other large heterogeneous institutions for which the transfer of information internally is a key factor for efficiency. **This communication is not only a means of data transfer but also a key factor in achieving strategic goals and supporting cooperation in the academic environment.**

Charles University (CU) is aware of the importance of internal communication and seeks to improve the quality and efficiency of internal communication across the entire institution and to ensure effective sharing of information between all levels and components of the institution. An important part of internal communication at the university also includes modern communication channels and tools and technologies that contribute to improving working conditions for all its employees, students, and other partners and create a solid foundation and support for collaboration between individual members and across the entire university. **Quality internal communication also helps to prevent problems and misunderstandings between all levels and components of the institution and allows for quick and efficient resolution of all complications in times of crisis (note: not only crisis communication).**

2. Where We Are Heading: Effective Operation of All Agendas at Charles University

CU wants to mobilize its internal potential to increase the efficiency of internal communication across the entire institution and to be a university that ensures the highest quality conditions and support for information sharing and cooperation for its students, staff, and partners. For this reason, this Internal Communication Strategy of Charles University (hereinafter referred to as the *"Strategy"*) was created, which **sets as its main goal the increase in the efficiency of the functioning of agendas at UK, not only by strengthening support in the use of communication channels and tools but also by sharing best practices and working procedures of individual UK agendas across the university.** In related changes in the university environment, UK sees an opportunity for its own modernization of communication processes, recommendations, and tools that will be reflected not only in the area of communication and cooperation at UK but also in the equally important relationship of the entire university community and the possible strengthening of a sense of belonging, engagement, and support in this academic community.

During the period 2021-2023, two survey investigations were conducted, focusing on (a) assessing the current state of internal communication at the Charles University Rectorate (2021), and (b) assessing the current state of internal communication and collaboration between the Rectorate (and other components) and the faculties of Charles University, from the perspective of the Rectorate and other components (2023). Based on these surveys, a comprehensive SWOT analysis was created (see Appendix 1) for this Strategy.

Mission of Internal Communications

The mission of internal communications is to fulfill its **main goal**, which is **to increase the efficiency of the operation of agendas at CU**. We will approach this goal through the **support of effective two-way communication and cooperation across CU, i.e., between the extended rectorate (including other components) and the faculties of Charles University.** We want to ensure that employees of the extended rectorate have a strategy, methodology, and service for all faculties of CU, thus providing comprehensive support for all agendas of CU. At the same time, support for communication from the faculties towards the extended rectorate and further inter-departmental cooperation across the extended rectorate of CU (including other components) will be ensured. The goal here will be for everyone at CU to have access to current and relevant information and to be able to appropriately use the available communication channels and tools for effective information sharing and collaboration between all levels and parts of the institution (both horizontal and vertical views) and within all agendas of CU.

Vision of Internal Communications

The vision of internal communications lies in creating an environment where open, effective, and regular exchange of relevant information is common practice in the strategic management of all agendas at Charles University. The goal is to create a university community that is interconnected, informed, and motivated to collectively achieve goals in education, research, and the so-called third role, which is service to society. Another goal is to support a university community that promotes inclusive, sensitive, and safe communication and strives for transparency, involvement, and knowledge sharing across the entire university.

3. Strategic Documents Defining the Direction of Internal Communication at Charles University

Currently, there are **two relevant strategic documents** for internal communications—the Strategic Plan of Charles University (2021-2025) and the Human Resources Strategy for Researchers (HRS4R)—which have set the direction for the development of internal communication at Charles University.

3.1 Strategic Plan of Charles University 2021-2025

One of the five main themes is **"Unity in Diversity,"** which relates to internal communication in the following ways:

3. We will consistently defend the principles of academic self-governance, build and strengthen the reputation and good name of Charles University, and the sense of belonging of students, employees, and alumni to their alma mater. Therefore, we will focus on improving mutual communication between students and employees and on strengthening their awareness of events at the university. We will support the involvement of students in university governance and contribute financially and materially to the activities of student

associations. Internal and external communication will be supported by better use of information technology, new media, and social networks. <u>Our goal is, based on the adoption of the internal communication strategy, to create an integrated and communicating system across faculties and components that covers a wide spectrum of demands placed on universities of the 21st century.</u> Based on the adoption of a comprehensive marketing strategy of the university, we will strengthen the coordinated development and promotion of the "Charles University" brand both in the Czech Republic and abroad. (responsible: Vice-Rector for External Relations)

- **5.** We will utilize the added value provided by collaboration between faculties and sharing of best practices across the university. Our aim is for an internally diverse, democratic, and open institution united by a vision and a common concept of educational, scientific, and innovation policy. To this end, we will introduce an internal information portal and use electronic tools to support teamwork. (Responsible: Rector)

3.1.1 Implementation Plan of the Strategic Intent for Charles University for 2023

➤ We will implement the conclusions drawn from analyses regarding internal communication, which were processed based on surveys among faculties, other components, and the Rectorate workplaces. (V.3, V.5)
   o Responsible: Chancellor

3.1.2 Implementation Plan of the Strategic Intent for Charles University for 2024

➤ We will create a comprehensive interface and implement additional software tools for internal communication to be used across the entire university and ensure the appropriate training for employees. (V.3, V.5)
   o Responsible: Chancellor, Vice-Rector for Information Technology

3.2 Human Resources Strategy for Researchers (HRS4R)

The European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers is a set of general principles and requirements that specify the roles, responsibilities, and rights of researchers and their employers. *Charles University has received the prestigious HR Excellence in Research award in February 2019* and aims to continuously improve working conditions and maintain this recognition.

3.2.1 Action Plan for HRS4R 2021-2023

Internal Communication (Item 21) has these goals:

- Description: Prepare an analysis of the current state of internal communication along two axes: 1) the Rectorate workplace and 2) Rectorate – faculties. Based on the findings, then propose a strategy for internal communication at Charles University that defines suitable tools for its implementation and development. Initially introduce it in practice within the Rectorate.

- Indicators/Goals: Define the strengths and weaknesses of the current internal communication at Charles University, strengthen functional procedures, and introduce new ones to improve communication and information exchange across Charles University (from leadership to employees, from the Rectorate to faculties, etc.).
  - *Note: Goal partially achieved, see SWOT (Appendix 1).*

3.2.1 Action Plan for HRS4R 2024-2026

Internal Communication (Item 11) has these goals:

- Strategy Update: Update of the Internal Communication Strategy (Q1/2026)
- Functioning Intranet: Connection of all components of Charles University to the intranet (2024)
- Employee Training: Continuous training of employees for effective work and communication (ongoing)
- Formal and Informal Meeting Opportunities: (ongoing)

4. Key Areas of Development in Internal Communication at Charles University

Charles University, in fulfilling its internal communication strategy, will focus on three key areas of development that reflect its main activities. These areas include:
- Communication Channels (Key Area I)
- Communication Tools (Key Area II)
- Transfer of Best Practices in Effective Communication for All Agendas of Charles University (Key Area III)

Each of the key areas has its own goal and further addresses several sub-areas of interest for which it sets specific goals. These areas of interest, goals, and specific goals of the Strategy are derived from strategic documents (see item 3). Individual themes of internal communication overlap and complement each other.

To achieve the set goals, Action Plans will be developed that will cover biennial periods, i.e., 2024–2025. These action plans will present specific measures to fulfill the specific goals of the Strategy, including the designation of responsibilities of involved actors, monitoring, evaluation, and financial provision. The action plans will be evaluated Rector's Board and Rector's Advisory Board.

Creating an organizational and communication structure for the area of internal communication, including the acquisition of feedback, will enable a flexible response to changes within the university and will assist in the improvement and alignment of proposed procedures. Thus, **the strategy will be regularly updated, with the next update anticipated**

in 2026 (or in the second half of 2025) *(see item 4 - HRS4R Action Plan for 2024-2026; Update of the Internal Communication Strategy Q1/2026),* which will set the plan for the years 2026–2028.

1. **Key Area I: Communication Channels**

Goal: To ensure effective communication channels for sharing current and relevant information with all employees of Charles University.

   a. **Intranet CU** *(Note: Basic structure, see Action Plan in Appendix 4)*

   i. **Creation of a comprehensive interface (technical structure) for the CU Intranet**

Sub-goal: Develop a modern web application that will encompass the content of individual SharePoint/Teams and thus ensure efficient sharing of all current and relevant information to all employees of Charles University. This application will be a key platform for communication, information sharing, and streamlining daily work.

⇒ **Partially achieved goal:** The web application is built and functional, now we will instruct RUK units to add information and will implement a modern design for the web application. The design sketch is approved.

   ii. **Connecting SharePointa/Teams of departments and other components on Intranet CU (Q1/2024)**

Sub-goal: Technically connect SharePoint/Teams of each department/division of the rectorate and other components of UK to the UK intranet web application. If a department/division/component does not use SharePoint/Teams, then this platform will be created for them by the Institute of Computing Technology RUK. (Note: Faculties are addressed separately in another part of the schedule)

⇒ **Partially achieved goal:** *SharePoint/Teams are connected to the web application for 60% of departments, divisions, and components of the rectorate (totaling approximately 30+). Detailed overview* [here]*.*

   iii. **Support for individual administrators and administrators of SharePoint/Teams regarding management and uploading information on the UK intranet (Q2/2024 and ongoing)**

Sub-goal: Create a Teams group for all administrators of SharePoint/Teams and organize regular meetings of the entire group, training, and support for managing and uploading information on the CU intranet.

   iv. **Support for users/employees of UK in using the UK intranet to access information (Q2/2024)**

Sub-goal: Publish manuals and video tutorials for effective use of the CU intranet, ensure the holding of online and offline training, and provide user support to all CU employees.

    v.   **Discuss with faculties the possibility of integrating faculty intranets with the CU intranet**

Sub-goal: Organize meetings to discuss the topic of integrating faculty intranets with the UK intranet for the purpose of presenting benefits and possibly agreeing on the integration of faculty intranets and web platforms into the UK intranet.

Responsible Units for Key Area I (CU Intranet): *Chancellor, Institute of Computing Technology, Coordinator of Internal Communication, Central Library of CU, Working Group for CU Intranet*

b. **Meetings Among CU Employees**

Sub-goal: Increase the frequency and quality of both formal and informal meetings.

    i.   **Create an overview of current and planned formal and informal meeting opportunities.**

Sub-goal: Evaluate the effectiveness of individual meetings and propose possible optimizations and innovations to enhance the quality of planned events.

    ii.   **Evaluate the setup, coordination, methodological leadership, and the exchange of best practices for formal meetings across CU. Assess whether informal meetings meet the needs and goals across CU (e.g., increasing general awareness and enhancing employees' sense of belonging to CU) and, if necessary, adjust the frequency, target groups, and goals of these meetings.**

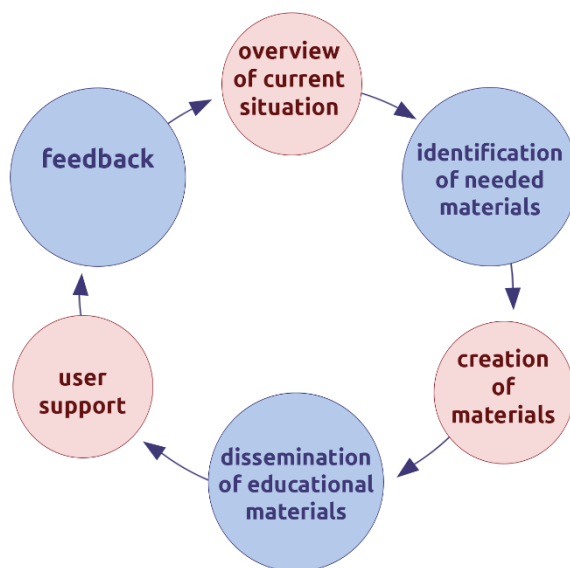**c.** **Other Communication Channels at CU**

    i.   **Setting goals and priorities regarding other communication channels**

Sub-goal: Identify the importance and necessity of reviewing individual channels.

2. **Key Area II: Communication Tools**

Goal: Ensure tools for effective functioning and collaboration across the entire university.

a. Microsoft products 365 ("M365 ")

Diagram 1: Illustration of the process for ensuring effective use of main M365 tools.

i. Address the presence of multiple M365 environments ("tenants")

Sub-goal: CU has multiple default locations for services and data within its organization, known as "tenants," which complicate collaboration and the use of M365 services across CU. The sub-goal is to deal with the presence of multiple tenants to enable communication in unified M365 services.

ii. Ensure user manuals for effective use of main M365 tools (MS SharePoint, MS Teams, Outlook, OneDrive)

Sub-goal: Publish guides, video manuals, rules, and recommendations for effective use of the main M365 tools (MS SharePoint, MS Teams, Outlook, OneDrive).

iii. Ensure personal and online training for main M365 tools

Sub-goal: Regular personal and online training for different types of users (beginners, intermediate, advanced) for effective use of the main M365 tools (MS SharePoint, MS Teams, Outlook, OneDrive).

iv. Ensure user support for M365 tools

Sub-goal: Provide all CU employees with specialized support for the Microsoft 365 environment so that all queries regarding the operation of this environment are timely and adequately answered.

⇒ **Achieved goal for RUK:** *All RUK employees have access to the Service Desk of the Institute of Computing Technology CU, where they can create support requests for the Microsoft 365 environment.*

v. Ensure individual support and training for M365

Sub-goal: Gradually provide all CU units with training opportunities tailored to predefined needs, so that the unit can jointly discuss and implement new rules for effective collaboration and communication.

vi. **Ensure information regarding the use of selected secondary M365 tools (e.g., MS List, MS Planner, OneNote) for effective communication.**

Sub-goal: Publish guides, video manuals, rules, and recommendations for effective use of selected secondary M365 tools.

Responsible Units for Key Area II: *Chancellor, Institute of Computing Technology, Central Library, Coordinator of Internal Communication*

3. Key Area III: Transfer of Best Practices in Effective Communication for All CU Agendas

Goal: *Sharing best practices of CU, departments, and faculties regarding effective communication and collaboration across the university and transferring these practices to other agendas.*

a. Communication between the rectorate, faculties, and parts of the university and sharing proven experiences across the university.
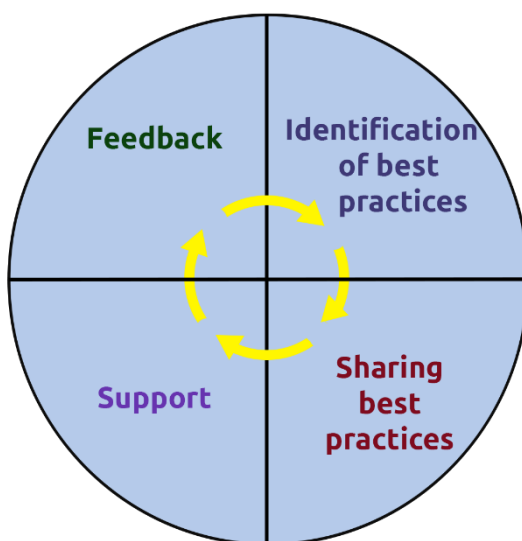
Diagram 2: Illustration of the process to ensure effective functioning of agendas across CU.

i. **Identification of best practices in effective communication of CU departments with other parts and faculties.**

Sub-goal: Conduct a survey (survey on internal communication and collaboration across CU agendas from the perspective of CU faculties) and analyze existing communication procedures between CU departments and other university parts and faculties. Further, create recommendations for best practices and training focused on developing communication skills and using tools across CU.

ii. Sharing best practices and supporting best practices in effective communication across CU.

Sub-goal: Hold meetings for exchanging proven best practice procedures in communication across CU.

iii. Supporting best practices in effective communication across CU and obtaining feedback.

Sub-goal: Consult on implemented changes and new challenges in using best practice recommendations. Support specific communication skills and tool utilization in collaboration with faculties. Conduct regular evaluation and feedback collection from CU employees regarding the communication procedures used and their effectiveness.

b. Providing support and education for CU leaders in communication, team leadership, meeting management, effective collaboration with other units, and project management of agendas

❖ *System as shown in Diagram 2.*

i. Creation of an overview of existing training and methodological materials for this area (units from which to draw: e.g., HR department, CU Point, Central Library, ICTS)

Sub-goal: Conduct a survey of available training and methodological materials within the mentioned units and create a comprehensive overview for CU leaders in communication regarding team leadership, meeting management, effective collaboration with other units, and project management of agendas.

ii. Identification of best practices, sharing best practices, support, and feedback

Sub-goal: Identify and disseminate best practices in communication, team leadership, meeting organization, collaboration, and project management. Conduct workshops for leaders to exchange experiences and support excellence in communication. Establish a system for regular evaluation and feedback to monitor the effectiveness of these procedures and support their continuous improvement.

Responsible Units for Key Area III: *Chancellor, internal communication coordinator, internal communication working group for this area, ICTS, Central Library CU*

Subsidiary Area: Future and Strategy Update

a. Process Digitalization: Support the transition of workflow processes from paper-based to digital environments, assisting employees in adapting to digital environments *(HR Award HRS4R Action Plan 2021-2023, HRS4R Action Plan 2024-2026)*

- Ensuring an overview of workflow processes

b. **Focus on Implementing the Internal Communication Strategy (from Q1/2024) and its update every two years** *(HR Award HRS4R Action Plan 2021-2023, HRS4R Action Plan 2024-2026)*
- Fulfillment of points (see above) will lead to the implementation of the Internal Communication Strategy
- Support for the implementation of the internal communication strategy
- Update of the Internal Communication Strategy (Q1/2026)

5. Personnel and Financial Provision

Personnel Provision
- Petra Štanclová, Chancellor
- Kateřina Němcová, Internal Communications Coordinator

List of Internal Communication Working Groups
- Working Group for **Key Area I** (CU Intranet)
  - Represented by these units of CU: Office of the Rector, Computing Centre, Project Support Department, Economic, Personnel and Payroll Department, External Relations Department, CU Point
- Working Group for **Internal Communications Strategy** *(note: to be established)*
  - Group members: Rector, Chancellor, Treasurer, Executive Director of CU, Enterprise Architecture Manager, Internal Communications Coordinator

Financial Provision
- Institutional and project funding (PPSŘ) – Office of the Rector, Computing Centre of CU, and other units according to specific activities in key areas
- Responsible person: Petra Štanclová, Chancellor

6. Attachments

Attachment 1 - SWOT ANALYSIS

Attachment 2 - STRUCTURE OF CHARLES UNIVERSITY AND TARGET GROUPS FOR INTERNAL COMMUNICATIONS

Attachment 3 - COMMUNICATION CHANNELS AND INFORMATION SYSTEMS OF CHARLES UNIVERSITY

Attachment 4 - ACTION PLAN - KEY AREA I (CU INTRANET)

Attachment 5 - ACTION PLAN - KEY AREA II (MICROSOFT 365 TOOLS)

Annexes to

the Internal Communication Strategy of Charles University

Annex titles

Annex 1 – SWOT ANALYSIS

Annex 2 – ORGANIZATIONAL STRUCTURE OF CHARLES UNIVERSITY AND TARGET GROUPS FOR INTERNAL COMMUNICATION

Annex 3 – COMMUNICATION CHANNELS AND INFORMATION SYSTEMS OF CHARLES UNIVERSITY

Annex 4 – ACTION PLAN – KEY AREA I (CU INTRANET)

Annex 5 – ACTION PLAN – KEY AREA II (MICROSOFT 365 TOOLS)

ANNEX 1
SWOT ANALYSIS

Relevance of the annex for internal communication: This annex contains a summary SWOT analysis created on the basis of two internal communication surveys.

In the period 2021–2023, two surveys were conducted that focused on (a) ascertaining the current state of internal communication at the CU rectorate (2021), and (b) ascertaining the current state of internal communication and cooperation between the Rectorate (and other units) and the CU faculties from the perspective of the Rectorate and other units (2023).

STRENGHTS

SUPPORT OF UNIVERSITY'S MANAGEMENT

- Including internal communication as a key area in the strategic plan demonstrates the importance and strong support of the university's management

REGULAR MEETINGS

- Regular meeting or the Rector's Board, the Extended Rector's Board, the Secretaries and Directors, the Heads of the Rectorate departments, the Research Board, the Internal Evaluation Board, the Equal Opportunities Board (with minutes of the meetings)
- Personal meetings, group trips
- Regular onboarding of new employees

- Periodic meetings of competent people at the faculty level (meetings with the vice-rector and vice-deans, etc.)

WORKING GROUPS

- Specialized working groups for methodological planning and coordinating agendas

MICROSOFT OFFICE 365

- Access to information technologies (MS Office 365 platform)
- Effective use of Office 365 tools (selected departments)

COMMUNICATION AT THE RECTORATE AND BETWEEN THE RECTORATE AND FACULTIES

- Contact persons or a group is identified for certain agendas, and communication is very effective.
- Faculty coordinators have been introduced for certain agendas, and communication is very effective.

MATERIALS FOR/FROM MEETINGS*

* This does not apply everywhere.
- Submitting documents on a regular basis
- Processes for approving materials
- Minutes of the meetings

QUALITY OF COMMUNICATION/THE ENVIRONMENT

- Communication on a personal basis, openness

WEAKNESSES

LACK OF INDEPENDENT ACTIVITY BY (SOME) EMPLOYEES

- Approach and willingness of employees to learn new things is many times influenced by old habits.
- Lack of activity from (some) workplaces to find information
- Approach and willingness of (some) employees to learn new things

NON-SYSTEMIZED POSITIONS AT (SOME) FACULTIES AND (SOME) POSITIONS AT THE RECTORATE

- Different organization and allocation of agendas at all faculties and distribution of agendas at the Rectorate
- Frequent change of employees
- Not everyone always knows who to contract

ABSENCE OF IT SUPPORT FOR THE MS 365 ENVIRONMENT*

* Progress is being made with this problem. The Service Desk now has a section exclusively for MS 365 support.

IRRESPONSIBILITY IN TIMELY COMMUNICATION

- Not meeting deadlines – late responses

LACK OF ESTABLISHED PROCESSES (WORKFLOW)*

* Some work processes have already been established
- Some work processes are reliant on the people who create them.
- Lack of strategy regarding the selection and publication of work processes

NO INTRANET*

* This is in the process of being resolved.
- Lack of a common place for practical information, manuals, templates

NON-INTEGRATED COMMUNICATION ENVIRONMENT AT FACULTIES

- As a result of the lack of a unified management and university-wide strategy for internal communication, the faculties use their own solutions (Microsoft vs. Google).

ABSENCE OF STANDARDS FOR EFFECTIVE COMMUNICATION AND COOPERATION

- Lack of standards and processes for cooperating and using tools (no manuals/rules for MS products)
- Different level of response from units to the specific topics
- There is a lack of a clear internal communication channel*, and information for employees is often communicated via a public website.
* INTRANET (in the process)

OPPORTUNITIES

EFFECTIVE PERFORMANCE IN ALL AGENDAS

- Better use of capacities at CU

PROVIDING FEEDBACK FOR INTERNAL COMMUNICATION

- Creating an environment for active employee participation and feedback

CENTRALIZED INTAKE AND DISTRIBUTION OF INFORMATION

- The Rectorate has the option of two-way communication
- Receiving and sharing important information from the management of the university as a whole (i.e. all faculties, the Rectorate, and units)

IMPROVING THE EFFECTIVENESS OF COMMUNICATION

- Informing employees in a regular and comprehensive manner about strategic plans, decisions, and important events

SHARING GOOD PRACTICES THROUGHOUT CU

- Departments that effectively use communication channels and tools and that have good communication with faculties can share their experience.

CREATING AND UPDATING COMMUNICATION CHANNELS AND RULES FOR COMMUNICATION

- Clear designation of communication channels and establishing the manner of their use can significantly improve access to information.
- Improving the quality of the Rectorate's internal operations

THREATS

REDUCING INDIVIDUAL ACCESS

- Unifying the rules and processes could adversely affect cases where it is desirable to have a specific, individual approach.

LITTLE INTEREST AND RESISTANCE IN USING NEW TOOLS

- Lack of interest and engagement by employees can complicate the implementation of new communication strategies.

LACK OF SYSTEM INTERCONNECTEDNESS

- A wide range of tools and software that are not integrated or interconnected

RISK OF INFORMATION OVERLOAD

- A higher frequency of information and more frequently used channels could cause information overload
- Information overload could lead to people ignoring important messages and to reducing the effectiveness of communication.

ANNEX 2

ORGANIZATIONAL STRUCTURE OF CHARLES UNIVERSITY AND TARGET GROUPS FOR INTERNAL COMMUNICATION

Relevance of the annex for internal communication: This annex contains the organizational structure of Charles University and will be used in the creation of action plans (Note: *Taken from the CU Constitution and the Rules for the Internal Governance of the Rectorate of Charles University*).

Overview of the organizational structure of Charles University according to the CU Constitution

Charles University is made up of 17 faculties, 4 university institutes, 5 other workplaces, 4 special-purpose facilities, and the Rectorate.

1. Faculties of Charles University

Approximately 50,000 students study at Charles University in bachelor's, master's, and PhD study programmes at 17 faculties. Approximately 9,000 employees work at Charles University.

- Catholic Theological Faculty
- Protestant Theological Faculty
- Hussite Theological Faculty
- Faculty of Law
- First Faculty of Medicine
- Second Faculty of Medicine
- Third Faculty of Medicine
- Faculty of Medicine in Pilsen
- Faculty of Medicine in Hradec Králové
- Faculty of Pharmacy in Hradec Králové
- Faculty of Arts
- Faculty of Science
- Faculty of Mathematics and Physics
- Faculty of Education
- Faculty of Social Sciences
- Faculty of Physical Education and Sport
- Faculty of Humanities

1.1. Organization of the faculties of Charles University

The typical administrative structure of the CU faculties includes the following: faculty management (deans, vice-deans, secretaries, and other members of the dean's board), the dean's office (administration); the faculties also have an academic senate, a research board, and a disciplinary committee; the faculties are divided into departments, institutes, or

clinics. However, a more detailed administrative division of the CU faculties is not possible, since the organization of CU faculties is varied, and there is no uniform structure.

2. University institutes

The university has 4 university institutes, and each of them is headed by a director:

- Institute of the History of Charles University and Archives of Charles University
- Centre for Theoretical Study
- Centre for Economic Research and Graduate Education
- Environment Centre

3. Other workplaces

The university has 5 other workplaces, and each of them is headed by a director:

- Computer Science Centre
- Centre for Knowledge and Technology Transfer
- Institute for Language and Preparatory Studies
- Central Library of Charles University
- Agency of the Council of Higher Education Institutions

4. Special-purpose facilities

The university has 3 special-purpose facilities, and each of them is headed by a director:

- Dormitories and Refectories
- Karolinum Press
- Facility Management

5. Rectorate

The Rectorate is the executive body of the university. The Rectorate is involved in organizational, coordination, advisory, record-keeping, and control activities relating to educational, research, economic, human resource, legal, and external relations, including international relations, and internal administration. The Rectorate ensures the material and administrative activities of the CU bodies. Its activities and organizational structure are described in the Rules for the Internal Governance of the Rectorate – Rector's Directive no. 10/2024.

5.1. Organizational units of the Rectorate

The following organizational units are established at the Rectorate: (a) Rector's Office, (b) Bursar's Office, (c) Departments of the Rectorate, and (d) Internal Audit and Control Department.

5.1.1. Division of the Rector's Office

The Rector's Office is divided into the following units:
   a)   Rector's Secretariat,

b) Rector's Board,

c) Organizational Office,

d) Hyb4city Office,

e) Other organizational units established by the Rector

5.1.2. Division of the Bursar's Office

The Bursar's Office includes the following units (with the exception of the Bursar):

a) Bursar's Secretariat,

b) Executive Director of the Rectorate

5.1.3. Departments of the Rectorate

The Rectorate has 17 departments, and each of them is managed by a head employee:

a) Student Affairs Department,

b) Department of the Quality of Education and Accreditation,

c) Research Support Office,

d) International Relations Office,

e) Public Relations Department,

f) Finance, Human Resources and Payroll Department,

g) Legal Department,

h) Public Procurement Department,

i) Project Support Department,

j) Department of Construction,

k) Strategic Investment Projects Department,

l) CU POINT,

m) Centre for Lifelong Learning,

n) Security and Occupational Safety Department,

o) Department of Cybersecurity,

p) Analyses and Strategies Department,

q) Records Management Department

5.1.4. Internal Audit and Control Department

The Internal Audit and Control Department is managed by a head employee and is divided into the following units:

(a) Audit Office

(b) Internal Audit Office

6. University bodies

The principal bodies of the university are defined in the CU Constitution. These bodies include the following (in chronological order as set out in the Constitution):

- Academic Senate of Charles University

- Research Board of Charles University

- Internal Evaluation Board of Charles University

- Rector
- Vice-Rectors
- Permanent advisory bodies of the Rector (Rector's Board, Extended Rector's Board, Grant Council of Charles University, Editorial Board of Charles University, History Board of Charles University, International Board of Charles University, Commercialization Board, Lifelong Learning Board, Paedagogium, Equal Opportunities Board)
- Bursar
- Rectorate
- Faculties and faculty bodies
- Board of Trustees of Charles University
- Ethics Committee
- Charles University Crisis Management

There are other bodies not listed in the CU Constitution that have been established at Charles University. An overview of these bodies, including those listed above, is provided in the next subsection according to their focus.

6.1. Division of all CU bodies according to their focus (as at April 2024)

- **Education**
  - Internal Evaluation Board of Charles University
  - Lifelong Learning Board
  - Paedagogium
  - Rector's Advisory Board for Assessing Student Requests for Tuition Fee Concessions
  - Committee for the Arnošt of Pardubice Award

- **Research and creative activities**
  - Research Board of Charles University
  - International Board of Charles University (Note: *not only research*)
  - Grant Council of Charles University
  - Editorial Board of Charles University
  - Václav Havel Series Board
  - Committee for Research Support Programmes at CU
  - Research Ethics Committee
  - Evaluation Committee for High-Quality Monographs
  - Committee for Awarding Honorary Doctorates
  - Committee for the Jaroslav Jirsa Prize for the Best Textbook of the Year
  - Committee for the Bedřich Hrozný Award for Creative Works
  - Committee for the Rector's Award

- **Internationalization and mobility**
  - [Committee for the Post-Doc Fund](#)
  - [Mobility Fund Board](#)
  - [POINT Programme Board](#)
  - [Václav Havel Scholarship Board](#)

- **Social affairs, extracurricular activities, the so-called "third role"**
  - [Equal Opportunities Board](#)
  - [Auditing Committee according to the Rules for the Support of Extracurricular Activities of CU Students](#)
  - [Rector's Permanent Working Committee for Providing Support relating to the Studies of People with Specific Needs at CU](#)
  - [Committee for Assigning Start-up Flats](#)
  - [Sports Board](#)
  - [Committee for Awarding the Miloslav Petrusek Award for Presentation and Promotion](#)
  - [Dormitories and Refectories Board](#)

- **Information technology**
  - [University-Wide Panel for IT](#) (CePIT)

6.2. Working groups for members of the Rector's Board with faculty counterparts

- Rector
  - Extended Rector's Board
- Vice-Rector for Strategy and Development
  - Meetings with Vice-Deans for Development
  - Meetings with project units or meetings with groups of vice-deans according to calls/projects
- Vice-Rector for Research
  - Meetings with the vice-deans for research and vice-deans for PhD studies
- Vice-Rector for Education
  - Meetings with the vice-deans for education and the student affairs offices of faculties relating to studies at CU – together with the Vice-Rector for the Conception and Quality of Education
- Vice-Rector for the Conception and Quality of Education
  - Meetings with the vice-deans for education and the student affairs offices of faculties relating to studies at CU – together with the Vice-Rector for Education
- Vice-Rector for Information Technologies
  - University-wide Panel for IT

- Vice-Rector for Public Relations
  - Committee for Communication and PR at CU (KaPR)
  - KaPR general meeting
- Vice-Rector for International Affairs
  - Meetings with vice-deans for international affairs
- Member of the Rector's Board for Social Affairs and Sustainable Development
  - Meetings of faculty and rectorate advisors for Carolina Centre advisory services (especially psychological counselling)
  - Meetings of contact persons for students with specific needs
  - Meetings of contact persons for sustainable development
- Member of the Rector's Board for the Development of Teaching Competences of Academic Staff
  - Working group for teaching competences
  - E-learning coordinators
- Member of the Rector's Board for 4EU+
  - Meetings with faculty 4EU+ contact persons, the respective vice-deans, and Flagships
- Member of the Rector's Board for Knowledge and Technology Transfer and Security
  - Cybersecurity committee
- Bursar
  - Coordinators of record management services at faculties and units
  - Working group for finance
  - Meetings of the secretaries of CU faculties and directors of the units
- Head of the Rector's Office
  - Group for the CU intranet with representatives from all faculties

7. Target groups for the internal communication strategy and their characteristics

Identifying the target groups for communication is **key to the success of the communication strategy** since it allows us to **direct communication to specific groups of people with different needs and interests**. In addition, it enables us to effectively address target groups, build relationships between contact persons throughout the university, and provide relevant information. This will lead to a better understanding and more involvement of the target groups in effective university-wide operations.

7.1. The basic structure of the target groups for all communication activity at Charles University is as follows:

Internal communication

- Employees
  - Residents and foreigners
- Students and people participating in courses of the Centre for Lifelong Learning
  - Residents and foreigners

External communication

- Prospective students
- Alumni/graduates
- Key partners (institutions, companies, private individuals)
- The public

External communication with the outside world

- Key partners (partner universities, educational institutions, research centres, companies)
- The public

7.2. A more detailed structure of the target group for the internal communication strategy:

7.2.1. Dividing employees by contractual arrangement (type of activity)

- Academic staff
  - Residents (employed or contractual work – DPP, DPČ)
  - Foreigners (employed or contractual work – DPP, DPČ)
- Researchers
  - Residents (employed or contractual work – DPP, DPČ)
  - Foreigners (employed or contractual work – DPP, DPČ)
- Administrative staff (THP)
  - Residents (employed or contractual work – DPP, DPČ)
  - Foreigners (employed or contractual work – DPP, DPČ)

7.2.2. Dividing employees by length of employment at CU *(proposal for discussion)*:

- Incoming employees or employees in the probationary period (0 to 3 months at CU) – new employees who are participating in activities related to *onboarding*
- New employees (4 months to 1 year) – employees who have participated in activities related to *onboarding* (*trained employees*)
- Current employees (1 to 3 years) - *junior employees*
- Long-term employees (3 or more years) – employees who have worked for CU more than three years (*senior employees*)
- Outgoing employees – employees who have ended their employment with Charles University and are participating in activities related to *offboarding*
- Currently inactive employees – employees who are on maternity or parental leave or who have long-term disability

Relevance of the annex for internal communication: This annex contains an <u>overview of the current state</u> of the communication channels and information systems and will be used during the creation of the action plans.

Current university-wide communication channels and information systems

The current university-wide communication channels and information systems of Charles University provide a wide range of options for communication and the effective sharing of relevant information within the university and with the public. The individual channels have significant potential, but also face challenges, such as information overload and the need to manage content and translations in a consistent manner.

1. **Official web pages of Charles University**

    1.1. **CU web pages –** www.cuni.cz - (Note: *the web pages are considered to be a bilingual tool*)

A) In Czech

Description: Public access web pages. The site averages 1,206,301 page views per year (for 2023). The cuni.cz website in the Czech version has over 10,000 pages/nodes (we do not count news and events, which are thousands of additional items; and we do not count connected sub-websites, of which there are around one hundred). These web pages present the university to the general public and share interesting events and achievements of the university and are also used for publishing public regulations set out by law.
The most frequently visited pages on the cuni.cz site for 2023 (except for the home page) were the following:

- The information system – Charles University (cuni.cz) – 445,931 views
- Faculties and units – Charles University (cuni.cz) – 249,890 views
- Charles University's statement relating to the shooting at the CU Faculty of Arts – Charles University (cuni.cz) – 160,597 views (the page was created as a reaction to the events on 21 December 2023)

Target group: General public, media, current and future students and employees
Responsibility: Public Affairs and Communications Department, Computer Science Centre
Opportunities: To publicly share all important and interesting information and events
Threats: Overload and lack of transparency of the website

B) In English – Charles University

Description: Public access web pages in English. The site averages 154,337 page views per year (for 2023). The purpose of the site is the same as the main Czech site, but with the aim of communicating with international and foreign-language speaking persons and entities.
Target group, responsibility, opportunities: see above
Threats: Lack of transparency of the website, inadequate translations and inconsistencies in the Czech and English language versions of the website (although, of course, the websites do not have to be identical)

1.2. Web pages of the CU faculties

- Catholic Theological Faculty
- Protestant Theological Faculty
- Hussite Theological Faculty
- Faculty of Law
- First Faculty of Medicine
- Second Faculty of Medicine
- Third Faculty of Medicine
- Faculty of Medicine in Pilsen
- Faculty of Medicine in Hradec Králové
- Faculty of Pharmacy in Hradec Králové
- Faculty of Arts
- Faculty of Science
- Faculty of Mathematics and Physics
- Faculty of Education
- Faculty of Social Sciences
- Faculty of Physical Education and Sport
- Faculty of Humanities

1.3. Employee intranet – CU intranet *(Note: in preparation – see Annex 4 for more information)*

Description: Web application with access via the Central Authentication Service of Charles University (CAS). The CU intranet serves all university employees as a source of internal information, and they can find everything they need for their daily work and communication throughout the university.
Target group: All CU employees
Responsibility: Head of the Rector's Office, Computer Science Centre, internal communications coordinator, administrators of the individual SharePoints/Teams
Opportunities: To internally share all important information, documents, methodologies, and events
Threats: The platform is not used by all departments and units of the CU Rectorate. Accessible documents, forms, and other materials could be outdated or inaccurate.

2. Microsoft Office 365

Microsoft Office 365 is a set of cloud services that Charles University uses as a key communication tool. The main three services include the following:

- **SharePoint** provides an environment for sharing documents and collaboration on projects across university departments, offices, and faculties.
- **Teams** provides team communication via chat, voice and video calls, sharing of documents, and shared work on documents in real time.
- **Outlook** is the main platform for e-mail communication, calendars, and planning meetings and events, which makes the organization of work activities and deadlines easier for university employees.
- Threats: CU has multiple default locations for services and data in its organization, so-called "tenants", which complicate collaboration and the use of M365 services throughout CU.

3. Work meetings and sessions

Work meetings and sessions are key to the effective functioning of Charles University. Meetings and sessions can be classified according to the following:

a) CU bodies that meet together, such as the Rector's Board *(Note: a list of all CU bodies is provided in Annex 2, point 6.1)*
b) Meetings of members of the Rector's Board with relevant counterparts at the faculties *(Note: a list of key meetings/working groups is provided in Annex 2, point 6.2)*
c) Ad hoc meetings according to topics or projects
d) Manner of holding meetings, either online, offline, or hybrid

4. Newsletters

4.1. Newsletter for CU employees (CU Point)

Description: *The CU Point Newsletter for Charles University Employees* is published the first Monday (working day) of each month with the goal of providing CU employees with the latest information from CU Point and the Extended Rectorate. The main section consists of events and courses for employees focusing on personal or professional growth, but also the benefits they can take advantage of. The newsletter is sent to more than 12,000 employees (January 2024: 12,340; February 2024: 12,297).
Target group: All employees of Charles University
Responsibility: Information Office, CU Point, Computer Science Centre
Opportunities: To share with employees the options available to them centrally. It is a channel for internal communication between the Rectorate, CU Point, and all CU employees.
Threats: Attempts by persons who are not CU employees to misuse the benefits. Resolved by providing secure access to current discount codes via CAS.

4.2. Newsletter for Rectorate employees "Karel nese noviny" [Charles brings the news] (internal communications coordinator)

Description: The newsletter "Karel nese noviny" is published regularly each month with the goal of informing Rectorate employees about current news, including minutes of meetings, events, opportunities for professional and personal growth, and other invitations. The newsletter is sent to 705 employees.
Target group: Employees of the Rectorate and other units (with the exception of facuties)
Responsibility: Head of the Rector's Office, internal communications coordinator, Computer Science Centre.
Opportunities: To share internally all important information, documents, methodologies, and events.
Threats: Lack of shared news and activities from the Rectorate and other units and the resulting repetition of other newsletters.

4.3. Faculty newsletters *(Note: to be added)*

4.4. Newsletter with training and educational activities for all CU employees and students (Centre for Lifelong Learning)

Description: The newsletter is published once every two months with the aim of informing Charles University employees about the educational events of the Centre for Lifelong Learning and the Central Library, as well as events organized not only by the above-mentioned units, and related publications and methodologies. It always contains 6 event entries in Czech and 3 in English. Approximately 12,500 people subscribe to the newsletter.
Target group: Employees of the faculties (academic staff, researchers, and head employees) and the Rectorate and units
Responsibility: Centre for Lifelong Learning, Central Library of Charles University, and Computer Science Centre.
Opportunities: Expanding the newsletter with educational activities engaging the units in 4EU+ and connecting the newsletter to this concept
Threats: Lack of activities and courses for English-speaking employees. Thus, more engagement in 4EU+ is being considered and also an incentive to create programmes in English.

4.5. Newsletter for CU students (CU Point)

Description: *The CU Point Newsletter for students* is published the first Monday (working day) of each month with the aim of providing students with the latest information from CU Point and the CU Extended Rectorate. The main section consists of offers for non-formal education, events focusing on the psychological, physical, or professional development of students, and news relating to the activities of the individual units (most often Campus Hybernská, Dormitories and Refectories, Central Library). It also contains a section for promoting extracurricular activities at CU – introducing associations and invitations to events

organized by them. The newsletter is sent to current CU students (January 2024: 46,100; February 2024: 44,318).

Target group: CU students of bachelor's, master's and PhD study programmes in Czech

Responsibility: Information Office, CU Point, Computer Science Centre

Opportunities: To share with students events and opportunities that are offered to them centrally, not only at their faculty

Threats: People who are not students coming to the events.

4.6. Newsletter for CU international students studying in a foreign language (CU Point)

Description: *The CU Point Newsletter for International Students* is published the first Monday (working day) of each month with the aim of providing international students with the latest information from CU Point and the CU Extended Rectorate. The main section consists of non-formal educational offers, events focusing on the psychological, physical or professional development of students, and news relating to the activities of the individual units (most often Campus Hybernská, Dormitories and Refectories, Central Library). For international students, the content also focuses closely on orientation in the Czech environment. In addition, it contains a section promoting the activities of students at CU to international students. The newsletter is sent to approximately 5,000 students (January 2024: 5003; February 2024: 4866).

Target group: CU students of bachelor's, master's, and PhD study programmes in a foreign language.

Responsibility: Information Office, CU Point, Computer Science Centre

Opportunities: To share with students events and opportunities that are available to them centrally, not only at their faculty

Threats: People who are not students coming to the events.

4.7. Newsletter for Alumni Club members (CU Point)

Description: The newsletter for members of the CU Alumni Club is published regularly on the 15th of every month with the aim of informing alumni about the latest happenings at the university, events, and opportunities for professional and personal growth. It also provides interviews with university alumni and an offer of benefits and new CU partners. The newsletter is sent to more than 5,000 CU Alumni Club members (January 2024: 5418; February 2024: 5454).

Target group: CU alumni who are registered with the CU Alumni Club

Responsibility: Coordinator of the CU Alumni Club, Computer Science Centre

Opportunities: To share all important information, invitations, interviews, events, offers, and calls for alumni

Threats: Attempts to misuse information and benefits by people who are not members of the CU Alumni Club

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5. CU Forum Magazine and CU iForum Magazine

The two magazines promote the university, share new knowledge, and stimulate debate and discussion among readers from various fields of interest. The aim is also to provide a platform for presenting the work of students, researchers, and academic staff of the university.

- Sections: Introduction, News, Research, Students, Academia, Alumni, Focus, Radio
- Genres: Audio, Video, Gallery, Interview, Feature Story, Commentary, Analysis, Radio
- Selected topics (e.g.): CU Athletes, Our Physicians, AI University, CU Czexpats, Humans of, CU Women

The printed version of CU Forum Magazine was published in standard format in 2023 as follows:

- 4x in Czech with a print run of 3,000 per issue (1,500 direct mail to selected addresses, 1,500 for distribution; 64 pages)
- 1x in English with a print run of 2,000 per issue (500 direct mail to selected addresses, 1,500 for distribution; 64 pages).

Online CU iForum Magazine

The online Magazine of Charles University (ukforum.cz) or in EN Home (ukforum.cz) started on 1 October 2020. The online magazine is fully responsive for mobile devices, works in the Joomle system, and the service is provided by an external company. New articles are published daily (except on the weekend) relating to events at all CU faculties or institutes, and the online Forum Magazine provides, among other things, content for sharing on CU's social networks in CZ and EN. Annually, the online Forum publishes approximately 270 original articles, interviews, or video or audio contributions (podcasts). The average monthly website traffic is around 20,000 users. In 2023, it was 187,000 people. Tens of thousands of views of Forum articles come from the partner websites Portal of Independent Information about Science and Research – Vědavýzkum.cz (vedavyzkum.cz) and Universitas.cz, which share the CU content.

The former online magazine iForum (cuni.cz) now serves only as an archive; since the launch of the current version (2020), at least 538,000 readers have visited the ukforum.cz website (data as at December 2023)

6. Social networks

Charles University actively uses social networks in Czech and English on the following platforms: LinkedIn, Facebook, Instagram, X (formerly Twitter), and YouTube. The unit responsible for development, content, and all interaction on all social networks is the **Public Affairs and Communications Department**. Below is an overview of the current state of social networks at CU.

6.1. LinkedIn

Profile in Czech: Univerzita Karlova
Number of followers: 121,000
Frequency of posts: Once a week (This will increase due to the sharing of job offers.)
Target group: Primarily alumni, employees, and friends of Charles University
Opportunities: Sharing of job offers and interesting information for CU alumni and CU employees as well
Threats: Misuse/hacking of the account by a foreign entity (all available security methods are used)

Profile in English: Charles University
Number of followers: 14,600
Frequency of posts: Once every two weeks (The frequency will increase due to the sharing of job offers.)
Target group: Alumni, employees, and friends of Charles University (primarily from abroad)
Opportunities, threats: See above

6.2. Facebook

Profile in Czech: Univerzita Karlova
Number of followers: 60,000
Frequency of posts: Almost every day
Target group: Students, employees, alumni, and friends of Charles University; also parents of applicants (not the applicants themselves)
Opportunities: Option to share information, invitations to events, articles from CU Forum
Threats: Misuse/hacking of the account by a foreign entity (all available security methods are used)

Profile in English: Charles University
Number of followers: 3,400
Frequency of posts: Approximately every other day
Target group: Applicants, students, and alumni of CU (from abroad)
Opportunities, threats: See above

6.3. Instagram

Profile in Czech: Univerzita Karlova
Number of followers: 28,100
Frequency of posts: Posts every other day; so-called "stories" several times a day (ours or shared by others – e.g. faculties)
Target group: Primarily applicants, CU students, and users up to approximately 26 years old
Opportunities: On Instagram, one can be much more amusing and add lighter content for the relevant target group.

Threats: Misuse/hacking of the account by a foreign entity (all available security methods are used). It is also possible to "miss" the humour of the target group and appear inappropriate.

<u>Profile in English:</u> Charles University
Number of followers: 5,000
Frequency of posts: Approximately every other day
Target group: Primarily applicants, students, and people who are up to approximately 26 years old (from abroad)
Opportunities, threats: See above

6.4.   X *(formerly Twitter)*

<u>Profile in Czech</u>: Univerzita Karlova @UniKarlova
Number of followers: 11,500
Frequency of posts: Own posts, almost every day; reposts of others, approximately 10x to 20x a day
Target group: Alumni and students of CU, researchers, media, friends of Charles University
Opportunities: Quick sharing of information
Threats: Misuse/hacking of the account by a foreign entity (all available security methods are used).

<u>Profile in English</u>: Charles University @CharlesUniPRG
Number of followers: 4,300
Frequency of posts: Own posts, almost every day; reposts of others, approximately 10x to 20x a day
Target group: Alumni and students of CU, researchers, media, fans and friends of CU (from abroad)
Opportunities, threats: See above

6.5.   YouTube

<u>Profile in Czech</u>: Univerzita Karlova @univerzitakarlova
Number of followers: 12,300
Frequency of posted videos: Very irregular
Target group: Alumni and students of CU, researchers, media, friends of CU
Opportunities: It can be used more if quality content is available.
Threats: Misuse/hacking of the account by a foreign entity (all available security methods are used).

<u>Profile in English</u>: Charles University
Number of followers: Just launched
Frequency of posts: Very irregular
Target group: Alumni and students of CU, researchers, media, friends of CU (from abroad)

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Opportunities, threats: See above

7. LCD informational TVs in CU buildings

Informational television in the buildings of Charles University (CU) is an effective means of providing current information about events and important announcements in the premises of the university. In the Karolinum building and at CU Point, the Public Affairs and Communications Department is responsible for the operation and content of the information published on LCD TVs and also plans to issue instructions regarding the requirements of departments and other units of CU for the use of these spaces for marketing and promotional needs.

8. CU social events and happenings *(We are preparing an overview)*

Social events and happenings at Charles University (CU) are an important part of life at the university connecting students, employees, and the wider public. In cooperation with the CU faculties, the Public Affairs and Communications Department, CU Point, and the Organizational Office of CU, these events are carefully planned and implemented with the aim of providing an attractive and high-quality programme for the specific target groups of the happenings and events.

9. CU information systems and applications (*We are preparing an overview*)

Charles University's information systems (IS) and applications play a key role in the management and efficient functioning of university processes. The Computer Science Centre (CSC) is responsible for all of the main information systems and applications of CU, which include the CU Central Authentication Service (CAS), the Student Information System (SIS), the List of Contacts (WhoIS), Karlovka on-line (web), UKAŽ ("the central search engine of Charles University from A to Z"), and many others.

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ANNEX 4
ACTION PLAN – KEY AREA I (CU INTRANET)

Objective: To create a full-fledged interface and to implement other internal communication software components for use throughout the university and to provide relevant training for employees

Relevant documents: CU Strategic Plan 2021–2025: Implementation Plan for 2024, Action Plan HRS4R for 2024–2026

Responsible persons: Rector's Office (Head of the Rector's Office and Internal Communications Coordinator), Computer Science Centre (Petr Tsironis, Jan Gruber)

Collaboration: Working group for the CU Intranet, Central Library of Charles University

Approach and parameters of success:

1. **Connection of SharePoints/Teams of most departments of the Rectorate and other units (Q1/2024)**

Approach

1) Communication with the contact person of each unit
   a. Each department/office and unit must identify the person for its SharePoint/Teams
   b. Responsible person: Kateřina Němcová, Internal Communications Coordinator
2) Adding administrative access to SharePoint/Teams from each department for the CSC
   a. The contact person must add access rights to its SharePoint/Teams (see point 3)
   b. Responsible person: Kateřina Němcová, Internal Communications Coordinator
3) Technical connection of the department to the CU intranet
   a. After adding access, the CSC can technically connect SharePoint/Teams to the CU intranet
   b. Responsible person: Petr Tsironis, CSC
4) Individual training for connecting the department to the intranet (CSC)
   a. Jan Gruber and Petr Tsironis (CSC) arrange personal training and jointly train the administrators for SharePoint/Teams for uploading information and data to the CU intranet

Parameter of success

- Connecting 70% of the departments of the Rectorate and other units (Q1/2024)
- Connecting 100% of the departments of the Rectorate and other units (Q2/2024)

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre

2. Testing and approval of manuals

<u>Approach</u>

1) Creating a manual for administrators – Rules for intranet content + establishing the minimum content requirements for each department
2) Testing the manuals for administrators – For intranet content according to the set rules and recommendations + establishing the minimum content requirements for each department
3) Creating a user manual – A manual for using the intranet
4) Testing the user manuals – for ensuring reliable CU intranet navigation

<u>Parameter of success</u>

- Manual for administrators approved by the Rector's Board, the heads of the departments, and the directors of the units (vedoRUK)

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre, working group for this area

3. Testing the CU intranet platform

<u>Approach</u>

1) Testing the platform according to the rules for "universal design" (inclusive for the visually impaired and others)
   a. Responsible persons: Kateřina Hovorková (CU Point), Petr Tsironis (Computer Science Centre)
2) Testing the CU intranet from the perspective of administrators
   a. Responsible persons: Kateřina Němcová, Computer Science Centre, internal communications working group for this area
3) Testing the CU intranet from the perspective of users
   a. Responsible persons: Kateřina Němcová, Computer Science Centre, internal communications working group for this area, and other selected persons for pilot testing

<u>Parameter of success</u>

- CU intranet platform approved by the Rector's Board, the heads of the departments, and the directors of the units (vedoRUK)

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre, internal communications working group for this area

4. Training for all administrators for the CU intranet

Approach

1) Creating a Teams group for all administrators for the CU intranet and the administrators of the individual SharePoints/Teams
    a. Responsible persons: Computer Science Centre, Internal Communications Coordinator
2) Hybrid meetings and training for the entire group
    a. Responsible persons: Computer Science Centre, Internal Communications Coordinator
3) Distribution of the CU intranet manual for administrators
    a. Responsible persons: Computer Science Centre, Internal Communications Coordinator, internal communications working group for this area

Parameter of success

- Group created with respect to the administration and uploading of information for the CU intranet (Q2/2024 and on a regular basis)
- Hybrid meetings and training for the entire group (Q2/2024 and on a regular basis)
- Distribution of the manual (Q2/2024)

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre, internal communications working group for this area

5. Announcing the launch of the CU intranet and user training (Rectorate and units, faculties)

(Two to three weeks in advance, we will provide information about the official launch date together with an overview of training dates for users – space for questions and answers)

Approach

1) Rector's Board, heads of departments, and directors of units (vedoRUK)
2) Extended Rector's Board, faculty secretaries
3) CU Point Newsletter for employees
4) Newsletter pro Rectorate employees – "Karel nese noviny"
5) cuni.cz web site

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre, CU Point, Public Affairs and Communications Department

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6. Official launch of the CU intranet (by Q2/2024)

1) Information on the departments of the Rectorate and other units will be available on the CU intranet, for use throughout the university (Q2)

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre

7. Online training

1) Training for users of the CU intranet
2) Training for employees of the departments of the Rectorate and other CU units (Q2/2024)
3) Training for employees of the faculties regarding use of the CU intranet (Q2/2024)

8. Evaluating the current functioning of the CU intranet

9. Discussion with the CU faculties about the next steps and the possible integration of faculty intranets with the university-wide CU intranet (i.e. connecting the faculty intranets to the CU intranet)

10. Connecting the faculty intranets/SharePoints to the CU intranet (after discussing with the management of the faculties)

- Similar approach to connecting the Rectorate's departments/units to the CU intranet, except that some faculties will connect the intranets and web applications instead of SharePoints/Teams
- Of course, access rights for the individual groups of employees must be resolved and access to sensitive information must be arranged (completely at the discretion of the faculties).

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre

Objective: Providing tools for effective functioning and collaboration throughout the university.

Relevant documents: CU Strategic Plan 2021–2025: Implementation Plan for 2023, Implementation Plan for 2024

Responsible persons: Head of the Rector's Office, Internal Communications Coordinator, Computer Science Centre

Collaboration: Head of the Rector's Office, Internal Communications Coordinator, Central Library, internal communications working group for this area

Approach and parameters of success:

1. **Dealing with the presence of multiple M365 environments ("tenants")**

Sub-objective: *CU has multiple default locations for services and data in its organization, so-called "tenants", that complicate collaboration and use of M365 services throughout CU. A sub-objective is to deal with the presence of multiple tenants to be able to communicate in unified M365 services.*

2. **Providing user manuals for the effective use of the main M365 tools (MS SharePoint, MS Teams, Outlook, OneDrive)**

Sub-objective: Publication of instructions, video manuals, rules, and recommendations for effective use of the main M365 tools (MS SharePoint, MS Teams, Outlook, OneDrive).
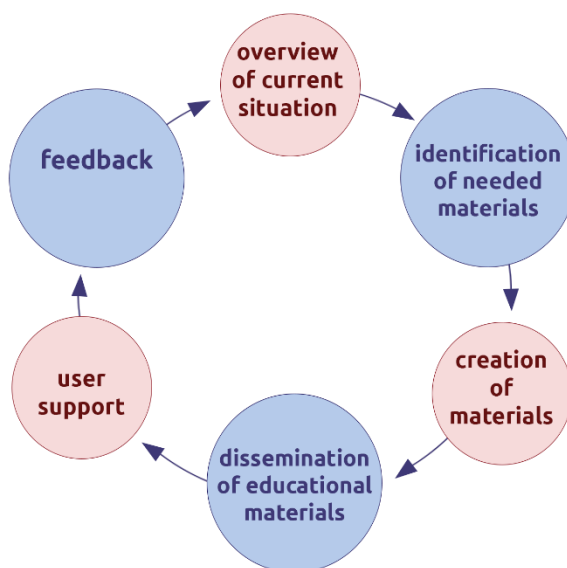
Figure 1: Approach for the effective use of the main M365 tools

a. Creating an overview of available educational materials for the M365 environment at the Rectorate and the faculties (e.g. inspiration from the Faculty of Physical Education and Sport)
b. Preparing and producing educational materials for the M365 environment
   - Collaboration with Central Library of Charles University, the Centre for Lifelong Learning, the Computer science Centre, and external entities
c. Sharing and promoting educational materials with all employees of the university
d. Arranging user support for the M365 environment
e. Obtaining feedback

⇒ **Objective 2d fulfilled:** *Faculties and the Rectorate have their own IT employees who provide first level support (L1 – level 1 support) in the M365 environment. In addition, the Service Desk of the Computer Science Centre at the Rectorate has specialists responsible for providing second level support (L2 – level 2 support). These specialists are used by L1 employees to submit more complex requests and to resolve more challenging situations.*

3. Providing in-person and online training for the main M365 tools

Sub-objective: Regular in-person and online training for different types of users (beginners, intermediates, advanced) for effective use of the main M365 tools (MS SharePoint, MS Teams, Outlook, OneDrive).

a. Creating an overview of offers at CU
b. Identifying the training that is needed
c. Creating the needed training
   a. Collaboration with the Central Library of Charles University, the Centre for Lifelong Learning, the Computer Science Centre, and external entities
d. Sharing and promoting training for employees throughout the university
   a. Use of educational portals
e. Arranging user support
f. Obtaining feedback
❖ *For the system, see Figure 1.*

4. Providing user support for M365 tools

Sub-objective: To provide all CU employees with specialized support for the Microsoft 365 environment, so that all questions about the functioning of this environment are answered in a timely and adequate manner.

a. Ensuring that all CU employees have the option of support for M365.

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$\Rightarrow$ ***Objective fulfilled:*** *(see point 3)*

5. Providing individual support and training for M365 throughout CU

<u>Sub-objective:</u> *To provide all offices, departments, and units of the Rectorate with the option of training according to pre-specified needs, so that the unit can jointly discuss and implement new rules for effective cooperation and communication.*

<u>a.</u> Creating an overview of offers throughout CU
<u>b.</u> Sharing the option of training for the department/office/unit
<u>c.</u> Creating a plan for the department/office and operational support in the M365 environment
<u>d.</u> Obtaining feedback

6. Providing information regarding the use of selected secondary M365 tools (e.g. MS List, MS Planner, OneNote) for effective communication.

<u>Sub-objective:</u> *Publication of instructions, video manuals, rules, and recommendations for effective use of selected secondary M365 tools.*

<u>a.</u> Creating an overview of offers at CU
<u>b.</u> Identifying the training that is needed
<u>c.</u> Creating the needed training
   a. Collaboration with the Central Library of Charles University, the Centre for Lifelong Learning, the Computer Science Centre, and external entities
<u>d.</u> Sharing and promoting training for employees throughout the university
<u>e.</u> Providing user support
<u>f.</u> Obtaining feedback

❖ *For the system, see Figure 1*

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