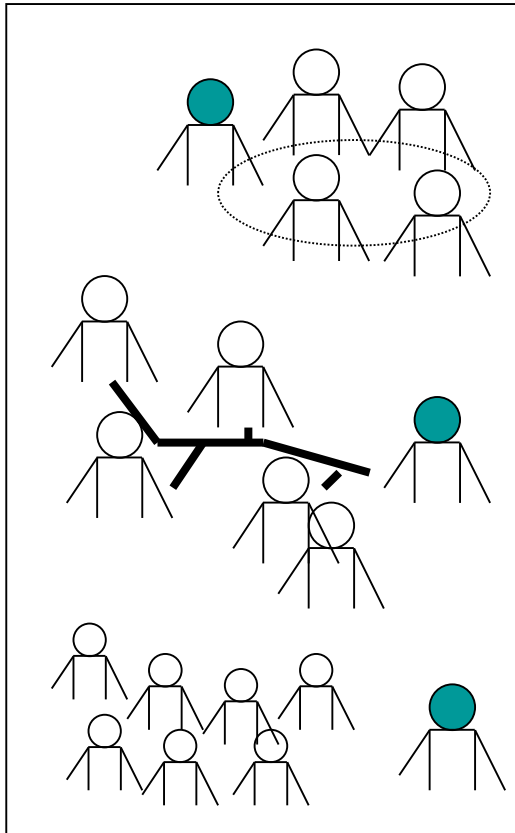


The Department of Economics Strategic Plan 2017-2020



Tilldelad formell auktoritet/position:

Sociala roller

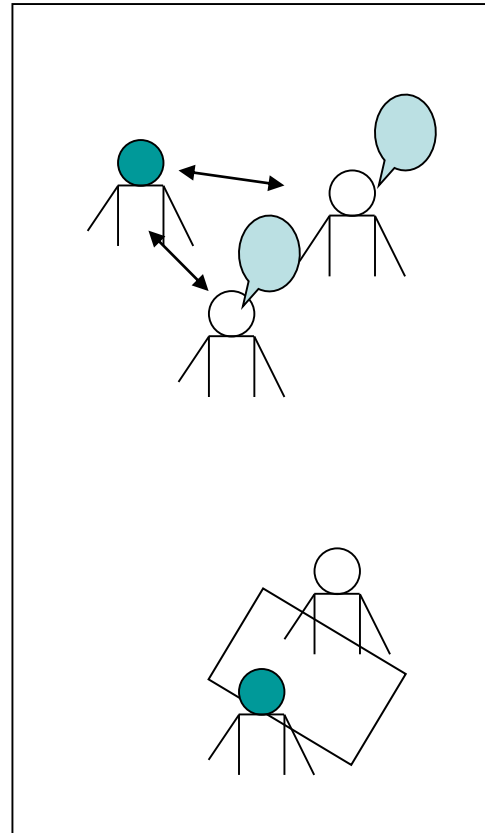


- Ledare för teamet
- Nätverkare
- Galjonsfigur



vilket ger tillgång till viss info som används i:

Informationsroller

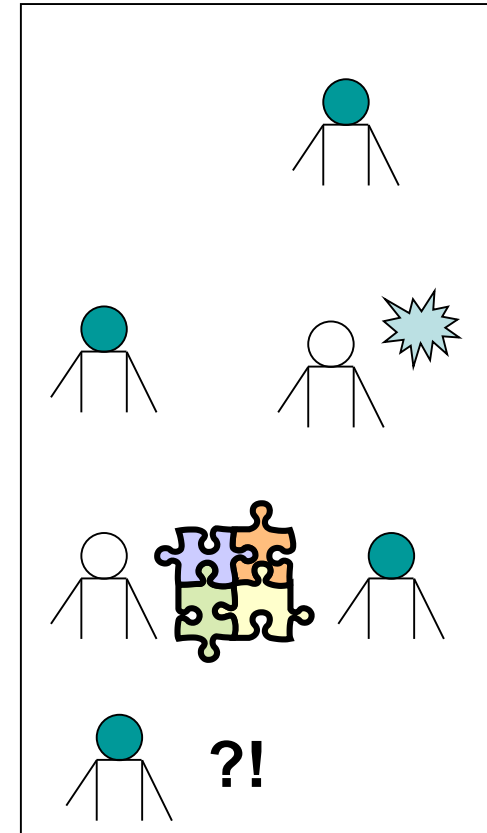


- Observatör och informatör
- Talesman



vilket gör att man kan ta på sig:

Beslutsroller



- Entreprenör
- Störningshanterare
- Resursfördelare
- Förhandlare

3. Strategic plan in communication

The strategic goal is to provide effective communication and strong partnerships. To achieve this, the Department of Economics will work on the following four priorities:

- Express and communicate a clear academic identity of the Department/Research groups both internally and externally,
- Set up an effective system for both internal and external communication,
- Foster organizational partnerships
- Establish an alumni network

Express and communicate a clear academic identity

The Department of Economic will continue internal discussions and external consultations to articulate clear research, policy analysis and education identities.

Set up an effective system for both internal and external communication

The Department of Economics needs an effective, relevant and continuously improving communication system to achieve its objective. The system should support the Department in student recruitment, communication of research activities and findings to ensure that the Department stakeholders are well informed about events at, and news from, the Department. During 2017-2020, the following actions are to be taken:

- More events at the Department are arranged by the Department staff (meetings, seminars, workshops, etc.)
- Increased visibility through media and new forms of dissemination of scholarly knowledge (blogs, etc.)
- When appropriate, active interaction through social media. An internal strategy will be developed.

How to turn your

**JOURNAL
ARTICLE**

How to turn your journal
into an
article into an infographic

📅 8th February 2017

INFOGRAPHIC

JOURNAL OF
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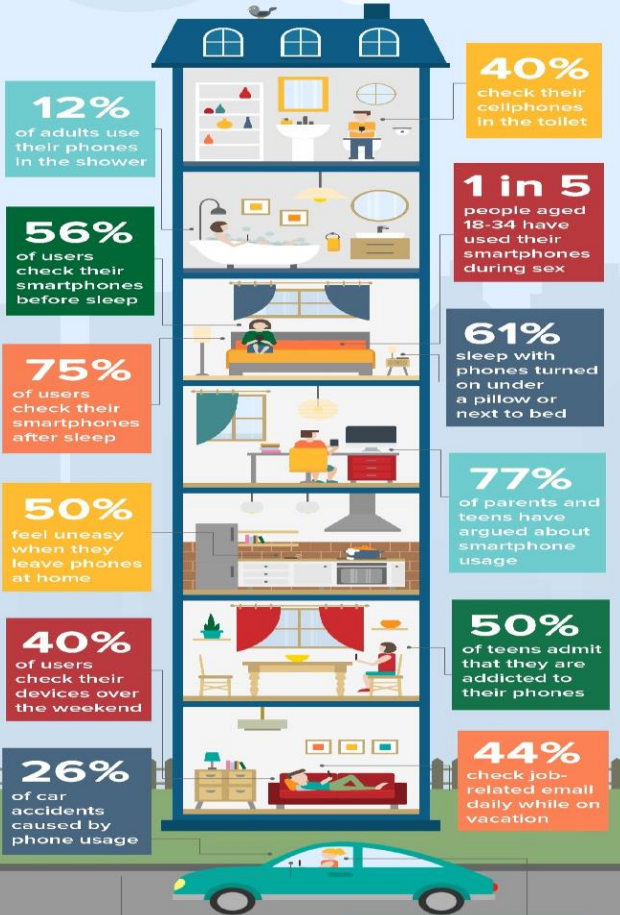
Blog: JMMnews.com

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15 TERRIFYING STATISTICS ON YOUR CELLPHONE ADDICTION

The average person checks a cellphone **110 times** a day



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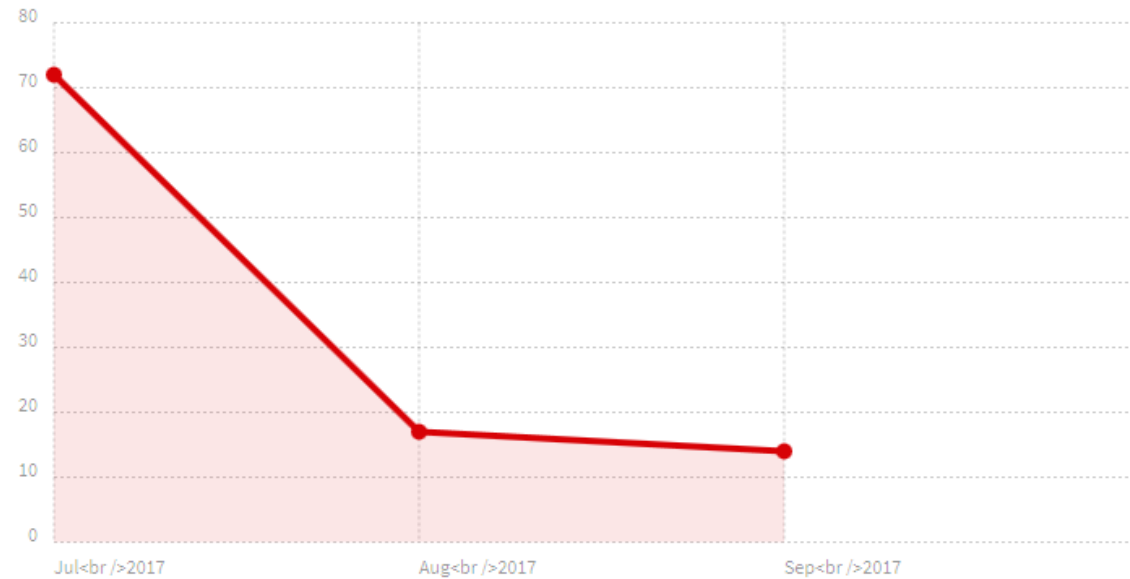
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Foster organizational partnerships

The Department of Economics will strengthen and expand its collaboration with business, public authorities and international research agencies/organizations. This through the following actions:

Provide relevant meeting places – both physically and virtually.

Invite visiting scholars and interested ‘peers of practice’ to the Department

Establish an alumni network

The Department of Economics will support the alumni network to ensure that there is a lively communication between both students and between doctoral students, previous staff and the Department through online platforms (such as LinkedIn and a system of regular (bi-annual contact with alumni). The Department will actively involve alumni in the educational process.

Discussion points – Communication

Based on the four areas of strategic activities:

- What is the priority (based on the extent of urgency w r t our mission) that you would like to give to each of the four aspects?
=> Provide a list of aspects considered and rate priority for each aspect using the scale:
1=not urgent; 2= somewhat urgent (important but not critical); and 3=urgent (critical to our mission).

-
- Express and communicate a clear academic identity of the Department/Research groups both internally and externally,
 - Set up an effective system for both internal and external communication,
 - Foster organizational partnerships
 - Establish an alumni network

Discussion points:

- What is an “academic identity”? And how can it differ between research, applied analysis and teaching? And how do we initiate and continue discussions on this? How would you like to be involved?
- Ideas and suggestions for the internal strategy on dissemination and social media?
- Ideas and suggestions for the “relevant meeting places” part? Where at the Department (i.e. at what organizational level) will such activities take place?
- The Alumni network: what are the key drivers of success of such a network?