



UNIVERSITETI I PRISHTINES
"HASAN PRISHTINA"
UNIVERSITY OF PRISHTINA

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Nr. Prot.: 26
Date: 05\01\2024

The Governing Council of the University of Prishtina "Hasan Prishtina" based on the defined competencies according to article 23 of the UP Statute, in the meeting held on 28.12.2024 approved the following:

REGULATIONS FOR COMMUNICATION IN THE UNIVERSITY OF PRISHTINA "HASAN PRISHTINA"

ARTICLE 1
Purpose

1. The purpose of this regulation is to adjust the forms and manners of communication and set standards for internal communication in the University of Prishtina "Hasan Prishtina", as well as for the university's communication with third parties.
2. The purpose of this regulation also, is to promote the work and image of the University of Prishtina "Hasan Prishtina" and give power to the democratic principles of transparency, academic freedom and freedom of speech.

ARTICLE 2
Purview

1. This regulation applies to all organs of the University of Prishtina "Hasan Prishtina" and in all academic and organizational units within it, as well as applies to all interactions with third parties.
2. The purview of this regulation is realized based on the Law of Higher Education, Statute of The University of Prishtina, the Code of Ethics and other regulations that are powered by the university, related to the subject matter of this regulation.

ARTICLE 3

Abbreviations and definitions

1. For the purpose of implementing this regulation, abbreviations and definitions have the following meaning:

- a) **The Governing Council**- The Boarding
- b) **Internal communications**- means the communication between the organizational constituent bodies and units of the university, as well as the persons who are part of them.
- c) **Academic unit**- means the relevant academic unit, as defined in the Statute of the University of Prishtina.
- d) **Organizational unit**- Other organizational units: institutes, centers, cathedrals, departments and other facilities, which are defined in the internal organization of the university.
- e) **Third party**- Present and juridical persons, outside the university, who exercise their activity in different sectors within and outside the country, such as the sector of the labor market industry, media, civil society, national and international organizations etc.
- f) **Academic staff**- The Academic staff of the University of Prishtina “Hasan Prishtina”.
- g) **The rector**- The rector of the University of Prishtina “Hasan Prishtina”.
- h) **The senate**- The senate of the University of Prishtina “Hasan Prishtina”.
- i) **The university**- The University of Prishtina “Hasan Prishtina”.

2. These definitions are only valid for the implementation of this regulation.

ARTICLE 4

Communication principles

1. The internal communication with third parties in the University of Prishtina “Hasan Prishtina” is based on the following principles:

- a) Principle of transparency empowerment.
- b) Principle of respecting academic freedom for academic staff.
- c) Principle of respecting freedom of speech, right to information and freedom of the media.
- d) Principle of promoting university work
- e) Principle of objectivity and impartiality
- f) Principle of professionalism and professional ethics
- g) Principle of personal data protection

2. The implementation of this regulation is done by following these principles and the legislation in power that regulates them.

3. The implementation of these principles embodies the values promoted by the University of Prishtina in fulfilling its mission and vision for society.

ARTICLE 5

Internal communication in the university

1. Internal communication is carried out between the Rector, the Senate, the Governing Council, the Deans, the Academic Staff, the Students, the Administrative Staff and the Organizational units of the University, with the purpose of fulfilling functional tasks and purviews defined in the LAL, in statute and internal regulations of the university, as well as for the exchange of official information.

2. Internal communication in the university is implemented in view of all the principles set out by this regulation and also the spirit of cooperation between colleagues.

3. Internal communication in the university takes into account the official schedule set by the university, but as required to perform duties, in definite forms, this communication may be done outside the official schedule, taking into account the principles promoted in this Regulation and the dynamics of the work support within the university.

4. During internal communications, personal data should be protected and information related to personal data and other issues, which are inconsistent with the legislation in force should not be disclosed.

ARTICLE 6

Internal communication forms

1. Internal communication can be done in the following forms:

- a) Written documents
- b) Official e-mail
- c) Telephone
- d) Other appropriate forms through electronic platforms and applications

2. For the realization of internal communication all university employees choose the form of communication, which is more appropriate, with the purpose of finishing the work and performing the functional tasks.

3. The university and its academic and organizational bodies designate the format of official papers for internal communication.

ARTICLE 7

The hierarchy of internal communication

1. Internal communication at the university follows the logic of the internal organization of the university, respecting the organogram and hierarchy of internal organizational bodies.

2. For all internal communications, based on internal organization, the direct supervisor should be kept informed.

3. The rector should be informed for all internal communications of the university organizational units which relate to the scope of the rector.

4. In all internal communications of the vice-rectors, members of the Senate, and the Secretary General, the Rector shall be informed.

5. In all internal communications of the members of the Governing Council, the Chairman of the Governing Council should be informed.

6. In all communications within the academic, administrative units for matters related to the scope of the dean and the dean's office, the Dean must also be informed.

7. In all other organizational entities, academic and administrative staff communicate with the bodies of the university's entities, notifying direct supervision, except in cases where communication should avoid a circumstance of conflict of interest.

8. In the application of internal communications, if matters are addressed to bodies, organizational entities or non-competent persons, then the body, the organizational unit or official person, to which the communication is addressed, is obliged to follow that communication to the competent persons.

ARTICLE 8
Student communication

1. Communication with students from the academic, administrative staff, as well as the bodies or organizational entities of the university and academic entity is carried out through official communications (e-mails), respecting the limits of the official working hours.

2.

3. Communication with students and vice-versa is based on the principles outset in this regulation, taking into account a reasonable time to reply the answer, related to communication.

ARTICLE 9
Ethical rules adherence of internal communication

1. Communications (in writing or oral) at the university must be conducted with respect to the general communication ethics and code of ethics. They should not contain language with offensive, defamatory, harassing or prejudicial elements directed at the subject addressed and/or, the organizational entities, the university or third parties.

2. Internal communications in the university, which do not respect the ethical rules, the official colleague language and contain the elements set out in paragraph 1 are considered violations of the code of ethics and are treated by procedures provided by the university's regulation.

ARTICLE 10
Third party communication

1. The University is open to communication with third parties in a transparent and non-discriminatory manner.

2. Communication with third parties aims to inform the general public and other instances about the university's work and activities, increasing public transparency and accountability for work in the university.

ARTICLE 11
Media communication

1. Media includes all levels of private and public forms, and online mass communication through print, television, radio and internet services.
2. The university promotes transparency and increased cooperation with the media, to achieve the following objectives:
 - a) Facilitating the transmission of the information from the university to the public, through media.
 - b) Promotion of scientific research products, findings/ discoveries, artistic products in the framework of the university's activity and the dissemination of these products through the media.
 - c) Strengthening the professional image of the university and increasing public trust in the university, as a national asset.
 - d) Increasing awareness within a wider community regarding the roles, responsibilities and activities and achievements of the university.
 - e) Promotion of public participation in development processes at the university.
 - f) The achievement of public accountability and transparency, while maintaining the integrity, autonomy and impartiality of the university
 - g) Increase the presence of academic and administrative staff in the media, to provide academic, professional and practical expertise, for issues of interest to society.
3. The Public Relations Office is the main contact for the public and media, as well as the central source of information for the university.
4. The rector is the main person who speaks and appears on behalf of the university and all other presentations which are related to the university in relation to the media.
5. Dean is the main person who speaks and appears on media on behalf of the academic units.
6. Other media appearances on behalf of the university require coordination with the Office for Public Relations.

ARTICLE 12
Forms of communication with the media and the public

1. The university uses all means of communication to promote the achievements and work of the university, students, academic and administrative staff.

2. The university conducts communication with the media and the public through various forms, among which are:

- a) Publications on the official website, university and academic units.
- b) Press releases
- c) Media briefing packages with factual sheets and charts.
- d) Media interviews (press, broadcast media and electric media)
- e) Press conferences focused on publicly important matters
- f) Round table discussions with media representatives
- g) DVD and other digital forms of communication
- h) Explanatory brochures and other printed literature
- i) Articles and blogs
- j) Social media posts
- k) Special events with media
- l) Other promotional materials
- m) Public awareness campaign etc.

3. The decision to use a way and form of communication, depending on the subject and context, belongs to the Rector, Public Relations Office, deans of academic faculty and general Secretary for administrative organization matters.

4. The staff of the Department of Journalism, through the media center, as needed, offers professional expertise on forms of communication and the way of publishing materials for the university. Contributions to this direction are provided by staff of other departments, if the need arises for professional expertise from the fields they cover.

ARTICLE 13

Promotional messages

1. The university and academic and organizational units prepare messages to promote the university's work.

2. Promotional messages may be submitted by the public relations office, academic or organizational units of the university with the support of the Department of Journalism and media center.

3. The prepared promotional messages are posted through official university websites, academic teams, including social media sites.

4. Each academic unit\department creates social networking sites. The material published on these pages adheres to the principles and rules set out in this Regulation. To unify social network pages, it is proposed that the academic unit/departments have social network profiles with the academic unit\department name and abbreviation UP.

Example: "Faculty of Philosophy UP", "Faculty of Arts UP", "Department of Journalism UP", "Up Department of Physics" etc. These pages are assets of the University of Pristina.

5. The maintenance of these pages is the responsibility of the Dean for the academic entity, while for the department, it is the responsibility of the chief of the department. The Dean\chief of department is obliged to assign the person responsible for maintaining the social networks page by the staff of the academic department. Responsible persons should take measures for accurate and timely information regarding the organization of various events (scientific-artistic activities, new publications, meetings with foreign delegations, etc.).

ARTICLE 14

The stands of the University

1. The university maintains a focus on certain issues of internal developments and other professional developments, which are related to the mission, values and vision of the university.

2. The stands on behalf of the university in public are presented by the Rector, in coordination with the Senate and the Governing Council.

3. Internal positions related to specific topics are the responsibility of the academic and organizational units, in coordination with the Rector.

ARTICLE 15

Ethics based communication

1. Academic freedom, freedom of opinion and freedom of speech are guaranteed by this Regulation, but the Regulation restricts communication with unethical and illegal restraint between academic staff, administrative staff, students and third parties.
2. This Regulation limits unacceptable conduct in verbal or written communication, related to the Code of Ethics in power at the university.
3. Initiation against violations of the Code of Ethics, in the sense of the application of this Regulation, is made by all subjects defined in the Code of Ethics at the University.

ARTICLE 16
Regulation interpretation

1. The only authority to interpret this regulation is the Governing Council.

ARTICLE 17
Take effect

1. This Regulation takes effect at the time of approval by the Governing Council.

Governing Council of UP

Altin Sahiti, head

