

# **PROMOTION AND COMMUNICATION OFFICE EVALUATION REPORT**

**Submitted to:**

Emina Zejnilović, Quality Office, Head

**Prepared by:**

Kemal H. Balihodžić, Head

**Promotion and Communication Office**

International Burch University

Francuske Revolucije bb, Ilidža, 71 000 Sarajevo

**Date Submitted:** June 2013

## **Executive Summary**

The report is conducted in order to analyse the contemporary results and standing of the International Burch University in terms of Promotion, done under the supervision of the Promotion and Communication office, directly under the office of the Vice Rector for International cooperation and Scientific Research. The goal of the report is to analyse the advantages and deficiencies of the promotional concept from its founding in **July 2012**, in order to serve as a standing analysing point for current and future reference.

Further on, the report defines the scope of the office as well as the problems faced in dealing with the issues in hand, the work overload, insufficient human resources, lack of preparation, undefined goals, lack of communication, advisory deficit etc., thus presents a valuable prediction for the upcoming academic year and the concluding data and remarks with solutions presented.

### **The scope**

In addition, promotional tools and techniques will be presented, official data of school visits, presentations, ceremonies, conferences, decisions taken and student enrollment by June 10. The purpose presented is to further enhance the promotion and marketing of the universities on highschool and other levels to bolster the number of students and the image of the International Burch University in the upcoming years.

Unfortunately, I was unable to gather sufficient data in regards to financial expenditures that have been utilized by the P&C Office in year of 2012/13. This still proves to be a problem unrecognized by the managing body of the International Burch University. Thus, the lack of financial control and monitoring increases the loss of money and decreases the efficiency due to the lack of strategy for financial allocation.

Index terms: **Promotion and Communication, report, annual evaluation, marketing, branding;**

## **Introduction**

The Promotion and Communication Office has been established for the purposes of advancing the marketing and Promotion concept that was insufficient under the PR office (due to other activities). For this purpose Kemal H. Balihodžić was named the „Head of Promotion and Communication office“. Under the first three months of its existence, the office operated under the office of the General secretary Mr. Admir Salihagić, after which the direction of the office was transferred to the jurisdiction of the office of the Vice rector for Scientific Research and International Cooperation, Dr. Azamat Akbarov. This was a turning point in the operating direction of the promotional activities. It is of great significance to analyse the purpose, direction, position, actions and goals of the office, that is represented by the professional endeavour of Kemal H. Balihodžić. In addition, this report is a crucial first step to determining in what direction should the Promotion and Communication Office go and what are the inefficiencies and difficulties as well as how to overcome them.

In addition, the report defines the purpose of carrying out a task such as making policy recommendations or developing an action plan to address identified opportunities for improvement (further discussed in the document). Nonetheless, the report shows that with the development of the Promotion and Communication Office in July 2012, the image of the university has significantly increased as well as the requirement for new strategies. The data shown presents a valuable addition to this success and predicts the analyses for the next two years. Further more, the Office underlines the necessity to bring more professional recruitment in terms of assisting with necessary administrative and marketing voyages (project).

The document is divided in three sections, the first being the introductory section dealing with performance and measurement. The second section deals with the Data analyses and interpretation, and the last section presents the findings, conclusions and recommendations.

## **2. Performance: The Measurement**

### **2.1 Target Population**

Target population means describing any inclusion and exclusion criteria and providing an explanation of the numerator and denominator criteria is recommended. In this sense the target population are as follows:

- High school students
- Master candidates
- PhD candidates
- Transfer (university students)
- Parents
- Directors of high schools
- Ministry of Education and sub-institutions (Pedagoški Zavod)
- Other (business, media, academics etc)

### **2.2 Measurement Period**

The measurement period for this baseline report is July 5, 2012 to June 1, 2013

#### **2.2.3 Measurement System Analysis**

Data collected over the timeframe mentioned above includes quantitative analyses of high school presentations, visits, meetings and tours. In addition it also provides qualitative analyses of the end product and a financial report for promotional purposes.

Limitations include the lack of specific datelines, insufficient survey responses and specific financial data related to activities.

### **2.3 Target Performance Levels**

2012/13 goals included an increase in inquiry by 50% and an increase in admission by 30%<sup>1</sup>

---

<sup>1</sup> Findings presented in the last section of the document

### 3. Data Analysis and Interpretation

The Promotion and Communication Office was responsible for the communication with cantonal ministries and zavods along with presentations for principals for all highschools in the Federation of Bosnia and Herzegovina. This was successfully done in the second month after a long wait for the permission of the Ministry of Education. Everything was done by the head of the office, thus presenting to over 60 directors and 4 director of Zavods: Sarajevo, Tuzla, Mostar, Travnik “no zavod but a representative from the ministry”. In addition, visiting schools when applicable, most notably Tuzla and Zenica including BS educational institutions.

- Secondly, the office proposed a finished draft marketing plan to the General Secretary, involving 20 ways to promote the university with a specific budget plan. The plan was proposed to professionalize the marketing concept at IBU – unfortunately after the “**reorganization of the budget**”, everything fell through and the budget proposal (conducted under the General Secretary) involving the PR office and P&C office, that was in the making for three days, didn’t pass.
- The first three months was also bolded by a mix up in the duties of several offices, most notably PR and P&C office. In addition, the Promotion office has established a new categorical analysis of the marketing direction towards high schools classifying and creating promotional categories, classifications such as: **Premium, first rate, second rate and third rate schools in FBiH**. The packages are presented in this section below

### 3.1 Promotion packages

Initially, there are four packages, as represented below, that were accepted by the higher management of IBU. They go as follows:

High profile schools promotion program						
No		Comment	Time	Place	Additional info	Staff responsible
1	Official visit to the institutions and high schools		2 sem			
2	Official dinner with the staff and principle		not identified			
3	Presenting IBU at the staff and student level					
4	Special tour of IBU - package					
5	Provided gifts with promo material (premium package)					
6	Presenting "Competing Projects"					
7	Sponsor public debates on a highschool level					
8	Visit twice a year					
9	Civitas/CKFBIH- host of seminars/ competitions					
10	Developed surveys for effective and opinion feedback					
11	Regular calls and meetings (monitoring)					
12	Taking principles to visit Turkey					
13	Bring principles to IBU + dinner + teachers					

First rated schools are emphasized with highprofile students and an established work ethics. Unfortunately, the students are limited with educational deficiencies and bad financial condition in their institutions.

First rate schools promotion program						
No		Comment	Time	Place	Additional info	Staff responsible
1	Official visit to the institutions and high schools		2 semesters			
2	Official dinner with the staff and principle		unidentified			
3	Prezenting IBU at the staff and student level					
4	Special tour of IBU - package 2					
5	Provided gifts with promo material (first class package)					
6	Prezenting "Competing Projects"					
7	Sponsor public debates on a highschool level					
8	Visit twice a year?					
9	Civitas - host of seminars/ competitions					
10	Regular calls and meetings (monitor)					

The second and third rate categories are the least prioritised (due to lack of personal and resources), therefore including limited cooperation. Although, some schools were acquiring about IBU during at the P&C office.

Second rate schools promotion program						
No		Comment	Time	Place	Additional info	Staff responsible
1	Official visit to the institutions and high schools		2 sem			
2	Official dinner with the staff and principle?		unidentified			
3	Presenting IBU at the staff and student level					
4	Standard tour of IBU - package					
5	Provided gifts with promo material (standard package)					
6	Presenting "Competing Projects"					
7	Visit once a year					
8	Civitas/CKFBIH- host of seminars/ competitions					
9	Developed surveys for effective and opinion feedback					
10	Calls and meetings from time to time (monitoring)					

Third rated schools are neglected as much as direct promotion is concerned. They are treated with respect but with no special attention.

Third rate schools promotion program						
No		Comment	Time	Place	Additional info	Staff responsible
1	Telephone calls and e mail contact					
2	Standard tour of IBU - package					
3	Provided promo material (standard package)					
4	Presenting "Competing Projects"					
5	Civitas/CKFBIH- host of seminars/ competitions					

### 3.2 From July to September –

With the establishment of the office of the Vice rector for International Cooperation and Scientific Research, under the direct supervision of Dr. Azamat Akbarov, the office has experienced a „turn around“ and a burst in **60%** of workload(due to lack of resources, it would be higher). Mr. Akbarov has created a professional atmosphere at IBU, and has thus concentrated a lot of intentions on promotion of the university. During this time the P&C office has:

- Established an office
- Reported and updated it's weekly and monthly work schedule, every week
- Created an exceptional 100% professional attitude towards travel schedules
- Continues work on the „prospective student“ section of the website
- Operated with student clubs, and openly mentioned the intent of professionalizing the Student Parliament to serve for promotional purposes.

During this time, the office has conducted several significant presentations throughout the FBiH, including several visits to ministries, SIEMENS and the inclusions of a lot of different conferences, fairs and seminars, as well as media interaction (when the PR office was not available).

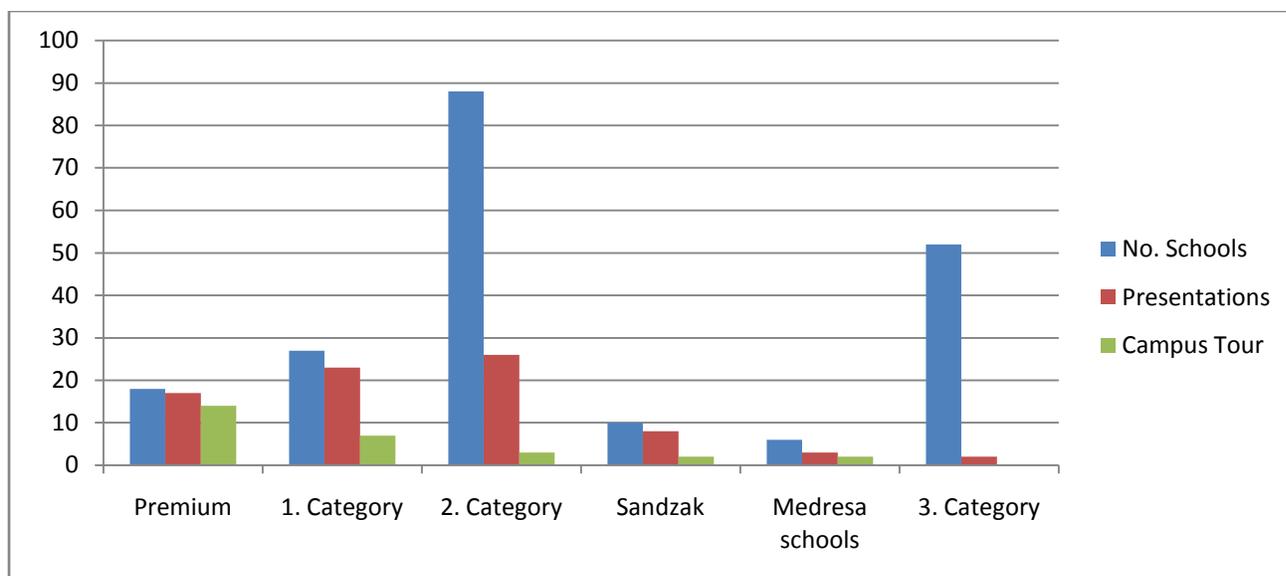
Note: Burch University has greeted a lot of guest, from in and outside of the borders, including students, ambassadors, project managers, professors, parants and state representatives, all of which where greeted by the Promotion and Communication Office.

(ALL REFERENCES CAN BE FOUND BY GAINING DIRECT FEEDBACK FROM THE DIRECTORS OF THE ZAVODS OR THE PRINCIPLES OF HIGHSCHOOLS – which the P&C office urges to be done. Nevertheless, this time was also bolded by disadvantages included in the section „Findings and Conclusions“. Due to the lack of materials, at this stage, there was an inability to present the university adequately.

- The monthly and weekly working schedule report can be found at the office of the Vice Rector for International Cooperation and Scientific Research or the arhive of the P&C office, thus are not included in this paper.

### 3.3 From September 2012 to June 2013

Promo paketi	No. Schools	Presentations	Campus Tour
Premium	18	17	14
1. Category	27	23	7
2. Category	88	26	3
Sandzak	10	8	2
Medresa schools	6	3	2
3. Category	52	2	
<b>Total</b>	<b>201</b>	<b>79</b>	<b>28</b>



### 3.4 Data analyses

Data presented in the 3.3. A school activity from September 2012 to June 2013 identifies four topics:

- **Promotional packages**
- **Number of schools**
- **Presentations**
- **Campus tour**

In addition, it presents six promotional categories:

- **Premium package**
- **1. Category**
- **2. Category**
- **Sandžak Highschools**
- **Medresa schools**
- **3. Category**

The table presents a numerical summary of all promotional activities regarding high schools in FBiH and Sandžak. As elaborated in section 3.1. the promotional packages present a valuable and disciplinary system of categorizing the schools upon the several factors:

- **Quality**
- **Public image**
- **Alumni professions**

- **Relationship**
- **Financial image**
- **Importance**
- **Recommendation**

In this regards, we can notice that more than 200 schools have been classified into categories and provided a position upon the factors mentioned above.

In addition, according to the promotional packages in section 3.1. a systematic data base has been created to provide and assist in defining further promotional approaches. Thus, the database includes:

- **Canton**
- **City**
- **School**
- **Contact**
- **Approach**
- **Presentation (evident)**
- **Category**
- **Principle**
- **Contact number**
- **E mail**
- **Fax**
- **Web address**

**Nevertheless, the base has been finished and all data from the year 2011-2012 has been updated.**

#### **3.4.1 Justifications:**

This categorization serves as a systematic and filtered approach that would help the university to stay in touch with all institutions, gather noticeable information, create tactical approaches, plan the budget and ultimately **coordinate scholarship** appeals.

As we notice from table 3.3. that from the period of September to June 2013, with the requirements being to present and create a new image for the university, the office managed (with insufficient human resources) to conduct the tours and presentations of the premium, and first category schools.

#### **3.4.2 Disadvantages:**

There were several disadvantages while persuading the goals mentioned in section one and two:

- **Work overload:** in need of human resources and a full time assistant to conduct administrative operations and help with the organization of events and conducting tours.
- **Coordination of presentation** – very difficult to organize and implement an agenda involving other offices that require time and space. Without a major authority supervision or an employee

that would take 50% of the promotion burden – it is quite impossible. There is no professional capabilities addressing the audience and impossible for one employee to cover the area of FBIH.

- **Communication „melfunction“:** lack of communication abilities by other responsible offices and **last minute update on certain events.**

Burch university is in a constant advancement and transition to an educational powerhouse, therefore it has many visits from many different groups. Organizing promo materials, lunch in the restorount, scheduling presentations, meetings and conducting all of this were not be possible for not coloboration with different offices. There where many cases of where many responsible and other where formaly informed of a certain event, to be scheduled promo materials etc. either via e mail, telephone or personal communication tools, manytimes all three, and still finding out in the last minute by Mr. Azrudin (who immediately does his job, most of the time working more than 50% than all other employees at IBU all togather), that nothing has been done, therefor „running around“ looking for solutions at the last minute and resolving the issues. This is a crucial issue that has to be addressed. There was a significant shortage of promo materials from July to October.

- **Lack of effective management:** Due to the work overload, administrative work falls down. The biggest problem facing the office is finding a way to communicate with „other“ state institutions and the same with IBU.

Further on, in the next section we have a timeline and scheduled table of events and activities the office has conducted over the year and plans for the future

### **3.4.3. Advantages**

#### **Advantages include:**

- The office runs by full steam and energy operating several different segments at the university that would see the office serve at least three different functions: promotion, communication, admission.
- The head officer „turned every stone“ at IBU and knows the university upside down, there for, I responsibly assert that the head of the office knows every single thing happening at the office and the way how to represent it.
- For the first time, in the eyes of the students – the university got a new dimension, a „cool“, „futuristic“, „most profound and distinguished“ institution in the state.
- With fluent English speaking and writting, as well as communicational skills, the Promotion and Communication office has provided the university with a new pattern of successful public presentation.
- The Office treats every client as the „only client“, thus sometimes giving one potential student value and time to present and provide a campus tour, and provide the potential student with the knowledge of the university. In addition, working almost every Saturday and greeting several groups at one day, prevailing a smile and uniqueness to every category, be it student or other

segment of the profession life, no one is treated as „common“. Every single information, no matter who steps at the front door is provided by the office.

- Marketing research is in its continues process, seeking what options do potential students want, in regards to IBU and the potential acknowledgement of new activities at IBU to the students via E-mail and/or other tools of communication.
- The office is responsible for every information transfer to potential interests coming to the university. Thus, under this circumstances, all informations are obtained fast, effectively and efficiency, without waiting for a response via e mail, wether domestic or international, no individual or group had to wait for a response.

### **Evaluating scholarship examination opportunities, costs and effectiveness:**

The scholarship examination is a significant project that underlines 65% of the admission procedures and is important due to several factors:

- **Promotion of the universitiy**
- **Evaluating overall interest**
- **Gain competative advantage**
- **Adress the financial and intelectual capabilities of the applicants.**

The first qualificational scholarsip exam was planned and organized in **March** with **10 000 copies** of the exams and **15 000 answer sheets**. The number for printing was adressed after the data acquired from the statistics agency counting **over 14 000 students in the FBiH**. In this regards there were several disadvantages:

- **Although the Promotion and Communication specifically adressed the issue of being late, the exam were not finished and done. Thus, this produced anxiety and a negative environment. The office counting one personal had to prepare, organize, count, package and with the aid of the General Secretary office, send the exams.**
- **Due to miscommunication, there was a mistake in regards to copies printed which exhausted financial resources**
- **A mistake was produced while acquiring the answer sheet**

The results where **over 2500 applicants** from all schools in FBiH. Conclusion of the first data is that more students would be interested if:

- **Promotion started earlier (information deficit)**
- **Communication with some highschoools**
- **Adressing the issue of ethnic schools**
- **Faster and more effective aid acquired by more personal**
- **Detailed and in time planning**

After evaluating the first scholarship exam, the result was that certain schools did not allow the students to adress the exam, while some of them required payment to conduct the examination. Overall, the first

exam is a financial burden that we suggest to overcome with a more effective promotion, and/or address the examination in a different pattern. Nevertheless, the ones achieved over 50% were contacted via phone to call upon the official scholarship examination.

The official scholarship exam was initially planned and prepared for on the **4th of April**, after it was postponed for the **20th of April**. 707 students applied while around 560 students attended the examination. The exam was conducted and organized in 9 centers:

- Sarajevo
- Bihać
- Tuzla
- Travnik
- Mostar
- Sandžak
- Kakanj
- Zenica
- Zenica

**IBU personal where organized with the exams, procedures, logistics and necessary equipment as well as financial support to conduct the examination.** This was, again addressed by the Promotion and Communication Office.

**Disadvantages include:**

- Lack of time
- Last minute financial awareness
- Communication with other offices
- Bad timing
- **Losing competitive advantage due to the date set**

**Due to the postponing of the exam, IBU has lost competitive advantage to other private universities** who have already conducted the scholarship exam, thus already taken a certain and significant number of students.

**Proposal:**

Conduct and organize the scholarship exam 2013-2014 at the beginning of April.

NAME OF THE ORGANIZATION: INTERNATIONAL BURCH UNIVERSITY

NAME OF PROJECT: PROMOTION AND COMMUNICATION (2012 - 2013)

## PROMOTION ACTIVITIES SCHEDULE

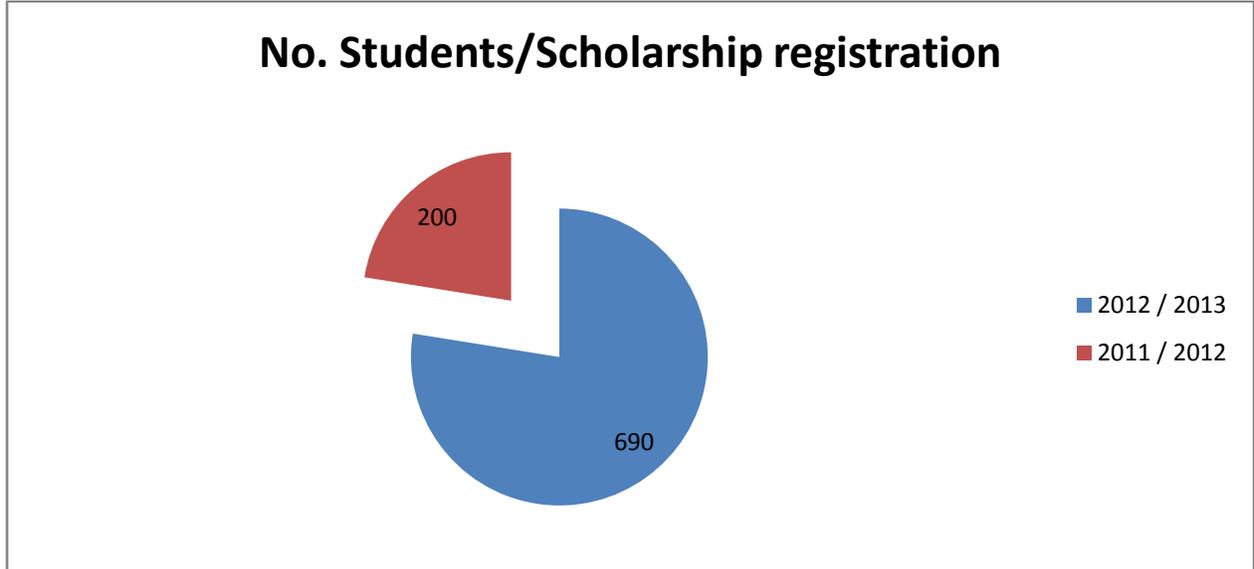
No.	Plan	Month												Partners/ Responsibilities	
		1	2	3	4	5	6	7	8	9	10	11	12		
1.	<i>Creating and developing a scheduled plan of activities and gaining permission through the ministries</i>							X							Kemal Balihodžić
1.1	Updating and developing a „Admission“ website								X						Kemal Balihodžić, Fatih Ozturk, Emir Čiskušić
1.2	Creating and developing a plan for school visits					X									Kemal Balihodžić
1.3	Meeting with Zavods and directors – further planning									X					Kemal Balihodžić
1.4	Conducting school visits, meetings and presentation		X	X							X			X	Kemal Balihodžić
2.	<i>Conferences, fairs, seminars</i>		X			X					X				
2.1	Highschool competition (IT, Biology, Math, Physics)			X	X										IBU departments, Admir Salihagić, Kemal Balihodžić
2.2	Preparation for first scholarship exam			X											Redžep Zihni, Kemal Balihodžić
2.3	1. Scholarship examination			X											Kemal Balihodžić, Admir Salihagić
2.4	2. Scholarship examination				X										Kemal Balihodžić, Admir Salihagić
3. i 4.	<i>Organization of Campus tour (Science center, Innovation center, laboratories, cabinets) Responding to scholarship results (official Burch reply)</i>			X	X	X									Kemal Balihodžić
3.1	Bosna - Sema professor meetings		X									X			Kemal Balihodžić,
3.2	Bosna – Sema Principles meetings									X					Kemal Balihodžić
	Bosna – Sema parants meetings		X									X			Kemal Balihodžić
3.3.	Burch Fest 2012 - 13										X				
5.1.	Burch Project Olympiad				X										Senol Dogan, Kemal Balihodžić
6.	<i>Market research</i>					X			X						Kemal Balihodžić
6.1.	Implementing integrated marketing website and project requests (highschool website 2012 -13)						X	X							Kemal Balihodžić, Fatih Ozturk,
7.	<i>Scholarship interviews and inquiries</i>				X	X									Kemal Balihodžić, Admir Balihodžić
7.1.	Responding to requests, appeals and evaluating for scholarship				X	X									Kemal Balihodžić, Admir Balihodžić
7.2.	Graduation Ceremony				X										Nadira Sarajlić
8.	<i>Other activities (negotiating deals with companies, campus events, student clubs and parliament activities)</i>		X	X								X			Kemal Balihodžić & other
8.1.	<i>Activity report and financial planning and realization for the next academic year</i>						X	X							

#### 4.0 Admission

The promotion and Communication Office is in charge of admission procedures, knowledge and schedules. This includes interviews, information and recommendation as well as coordination with the foundation “Source of Hope” and the Office of the General Secretary and Student Affairs Office. Further on, the document provides a comparative analysis from the year 2011 – 12 and 2012 – 13, which measures the impact of the office.

#### Change in inquiry

2012 – 2013 has witnessed a **drastic and significant change in terms of student inquiry** about the university. Thus, in the year 2011 – 2012 the university counted around 200 interested parties for the examination. In 2012 – 2013 the number increased by more than 700 students. Taking into account a 40 student added or excluded due to replied requests we get that the **number of students increased by more than 230%**.



#### 4.1 Data analyses (May – 12. June)

No. Students	0% - 20%	30% - 50%	70% - 80%	100%	Total
2012 / 2013	42	36	3	41	122
2011/2012(Sep)					144

The data presented in the table 4.1. we can notice the range of scholarship percentage, number of **local** students covering the scholarship and the years presented. The data presents a clear advancement in student inquiry.

In the year of 2011-12 Burch University hosted:

- 133 first year students on scholarship ranging from 20% - 100%,
- 92 Master students
- 13 transfer students
- 11 students with 0% scholarship

#### **4.1.1. Predictions**

Predictions acquired by the factors of interaction and knowledge gained throughout the year is that by September 2013, the International Burch University will host approximately 250 local students.

By the polls and research conducted by the Promotion and Communication Office, this document provides a valuable assertiveness that **by the year of 2015, the International Burch University will gain a significant public image and the change in the patterns of reputation among other competitive universities in the area.** The document suggests that, by approving certain disadvantages mentioned in section 3.4.2., the university would have to increase the thresholds for future applicants due to the rising interest.

## **Conclusions and recommendations**

In general, there is yet much to be done, and the attention on Bosna-Sema highschool and the Premium packages are especially significant and therefore crucial. In the report submitted to Mr. Akbarov that include a report for November and a schedule of two sorts: for BS institutions and „all other highschools“ activities for February.

All included advises the university board to open its promotional activities to every segment of IBU processes. This would include openness for any extracurricular promotional activities laid down by the Promotion and Communication office. The office has established a strong background for an ambitious future project of the office and IBU. Solutions to the „difficulties“ need to be found fast, and with all respect, here are some proposals:

- Provide an assistant to the head of the office, to conduct and aid in administrative and promotional purposes (be paid upon the regulation of IBU – when called upon), also to engage in traveling promotion. In addition, providing time to the office head to conduct market research and strategies.
- Clear the inter-office communication, due to English language being the medium language of the University, it should be obligatory for every administrative office – this would be solved by arranging professional seminars and tests for employees.
- Increase the communication flow and team work, there is a significant knowledge deficit in the organization.
- The International Burch University has successfully graduated into an important and evidently rising, dynamic university with the capabilities to be the best. In addition, the public image has significantly increased since the establishment of the office, evident in the data provided by this document.
- The inquiry has significantly increased with the development of the office, thus contributing to the overall admission process.
- The capabilities of the office are limited due to the lack of personal, thus in need of assistance to cover a bigger scope of activities.
- Strategic and in time planning is crucial for the development of the university.

The Promotion and Communication office hopes that the criteria is fulfilled and that the management will thoroughly analyse and assess the report, looking for new techniques for the enhancement of the innovativeness, productivity and beauty of the International Burch University.

**Kemal Balihodzic**