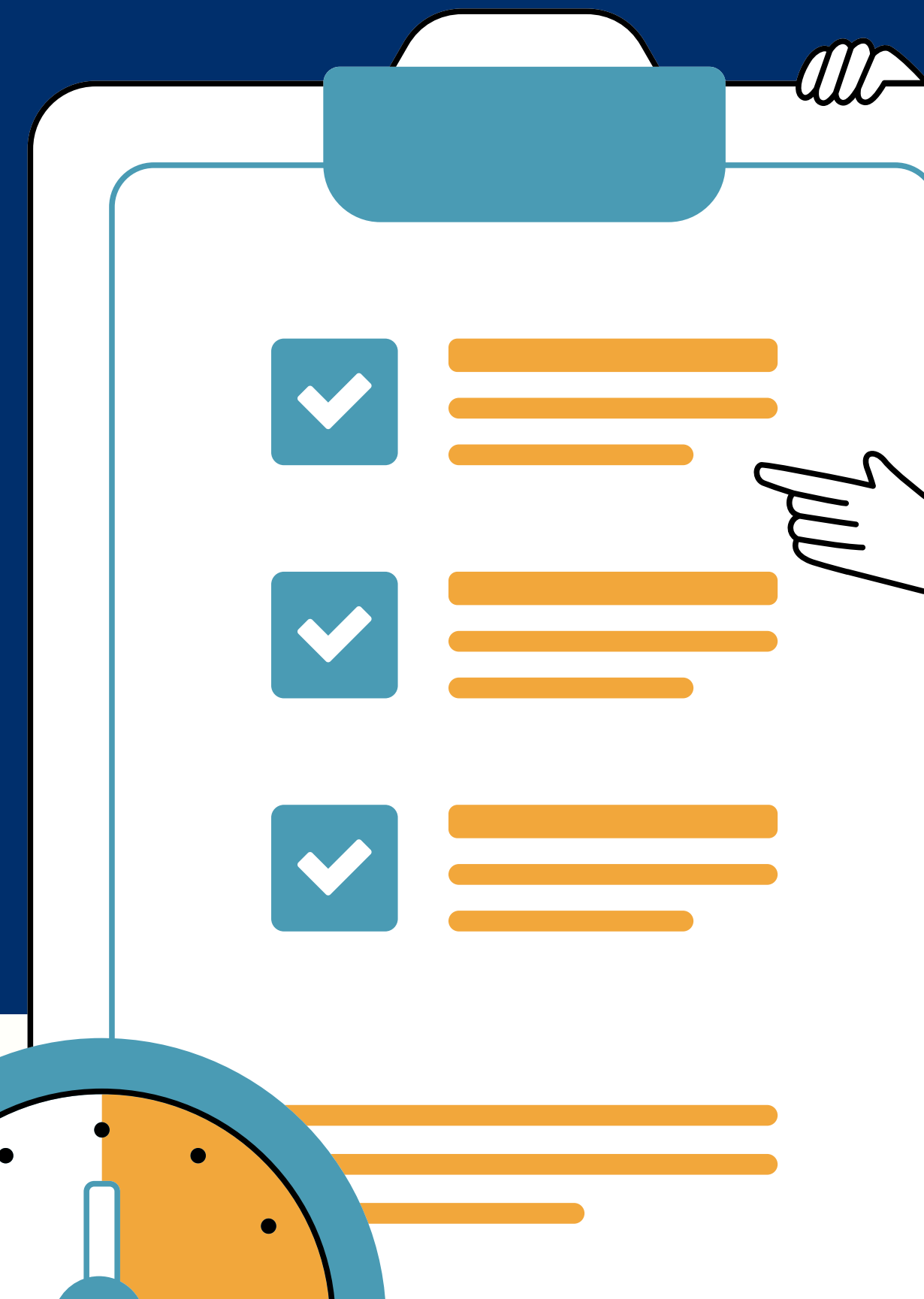


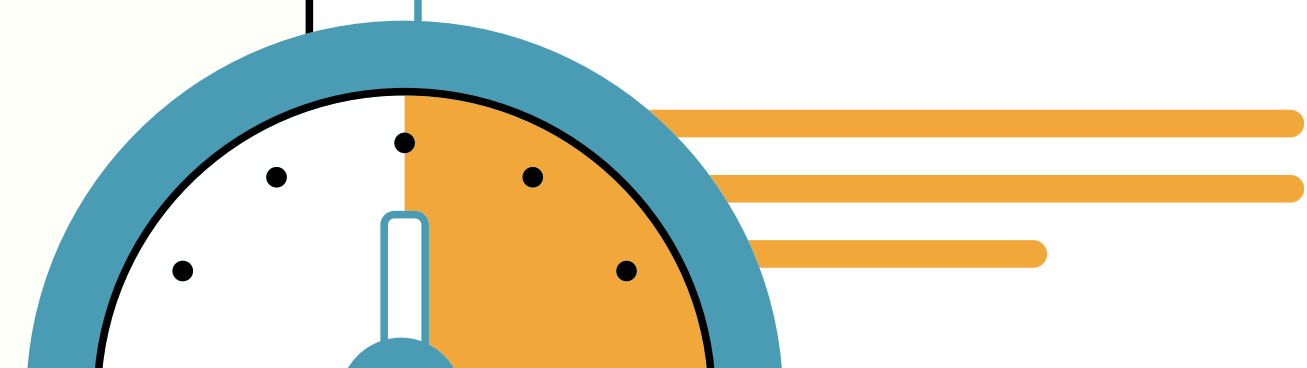
USAID Partnership for Higher Education Reform Project

COMMUNICATION REPORT

Reporting Period: Feb 2023 - November 2023 (10 months)
Author: Ngoc Le



Hanoi, November 2023



Index

- 01 Overview
- 02 Plans & Brand Guidelines/Instructions
- 03 Social Media
- 04 Portal
- 05 Newsletters
- 06 Communication Products



Overview

Pre Feb 7

Facebook Page

- 280 followers
- 20 Facebook posts in Vietnamese only

Feb 7 - Nov 30 (10 months)

Facebook Page

- 991 followers
- 60 Facebook posts in Vietnamese & English

Linkedin page

Youtube channel

PHER Portal

- 1 homepage
- 1 about page
- 1 resources page
- 1 learning portal
- 4 pillar pages
- 7 VIAN pages
- 60 published news

Newsletters

- 2 quarterly newsletters
- 7 monthly newsletters

Comm Products

- Comm guidelines
- Graphic designs
- Videos

Resources



Ngoc Le

Communication Officer
Feb 7 - No 30 (10 months)



Linh Pham

Communication Intern
Aug 7 - Sep 25 (1,5 months)



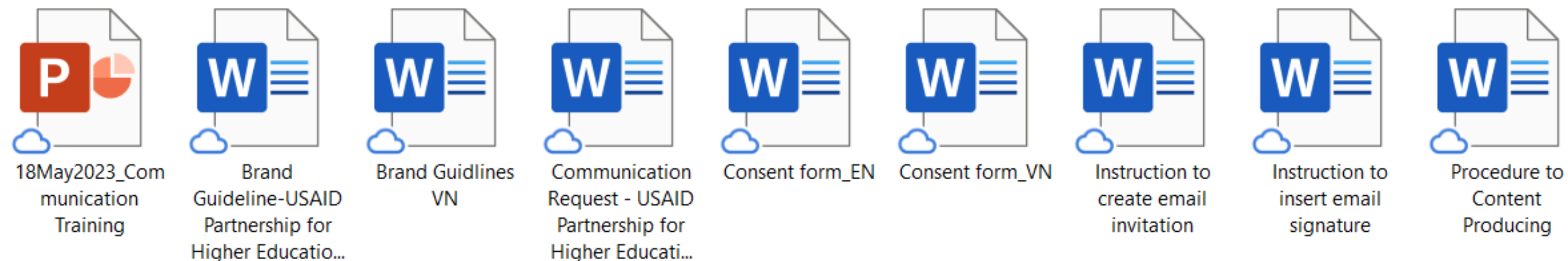
Thinh Tran

Communication Intern
Nov 1 - Nov 30 (1 months)

2 Plans, 6 guidelines/instructions

2 comm Trainings

- Social media plan & detailed communication plan for 6 months in FY2 with attached communication action plan
- 6 Guidelines/instructions for communications and related matters

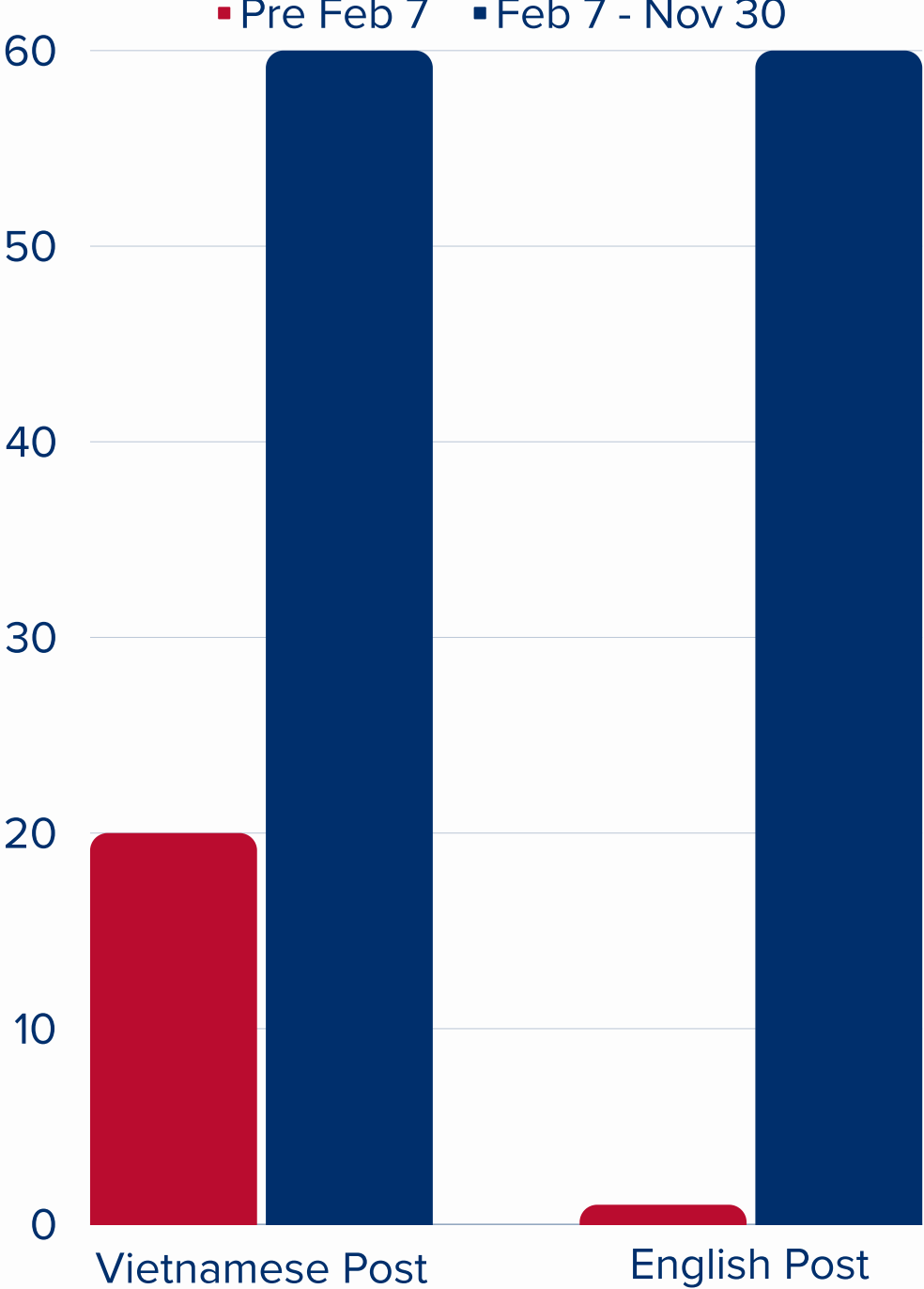
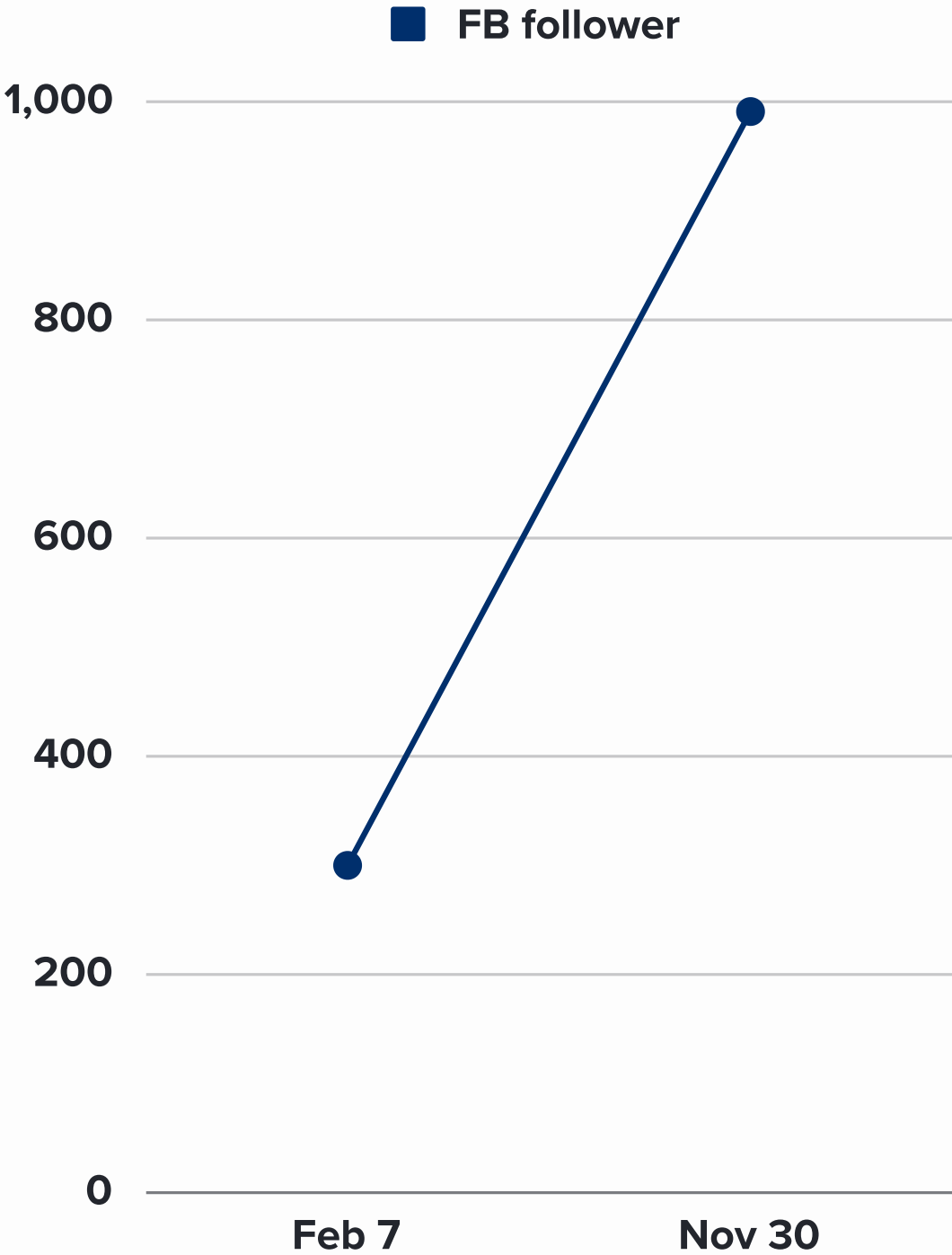


- Several template for team to use



Materials available in folder 6.2

Social media



Type of content Feb 7 - October 30

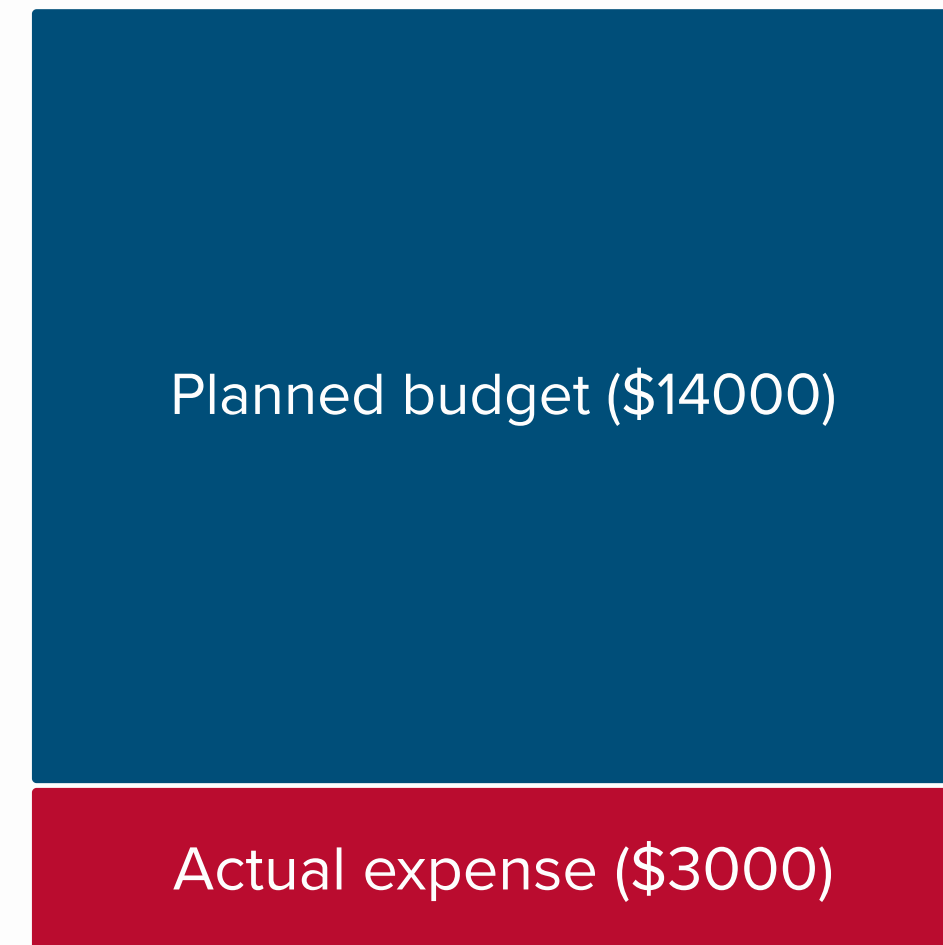
- Photo albums
- Videos
- Graphics
- Events

Portal

- Developed a completed plan for PHER portal development in 4 years.
- Completed the first phase of the development of the portal and received positive feedbacks from stakeholders.



How much the portal cost?

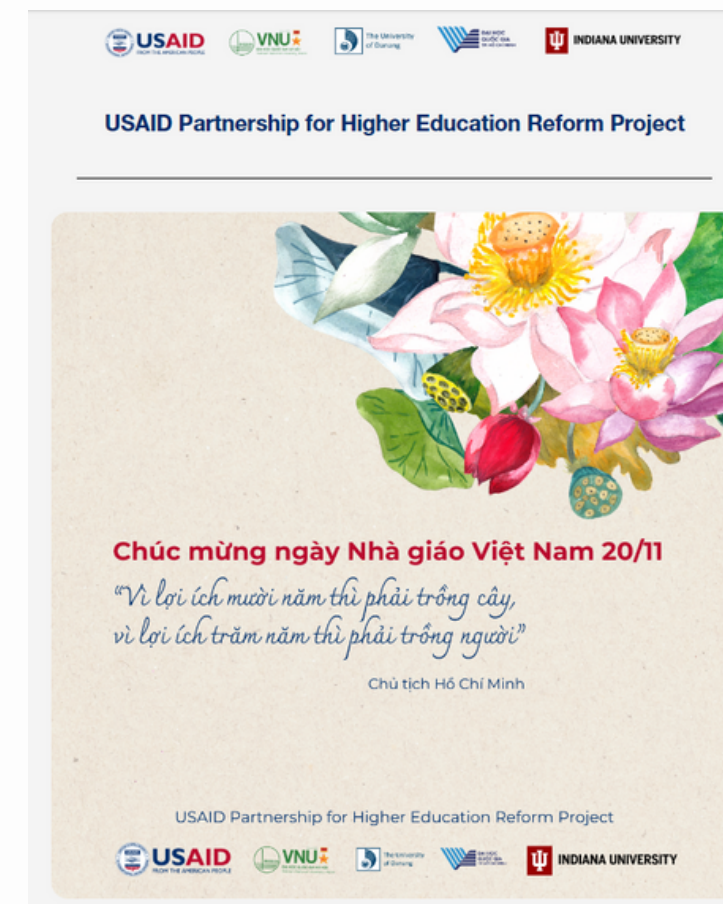


Note: The planned budget includes expenses for hiring a website development company and a consultant to develop the website and its content.

Newsletters

Established a newsletter series to share information to stakeholders using Mailchimp system at **free of charge**.

- **Developed content and design** of 9 newsletters in total
- Sent 10 campaigns
- Recipient list includes 500 partners and it is expected to expand



Communication products

HIGHLIGHTED PRODUCTS

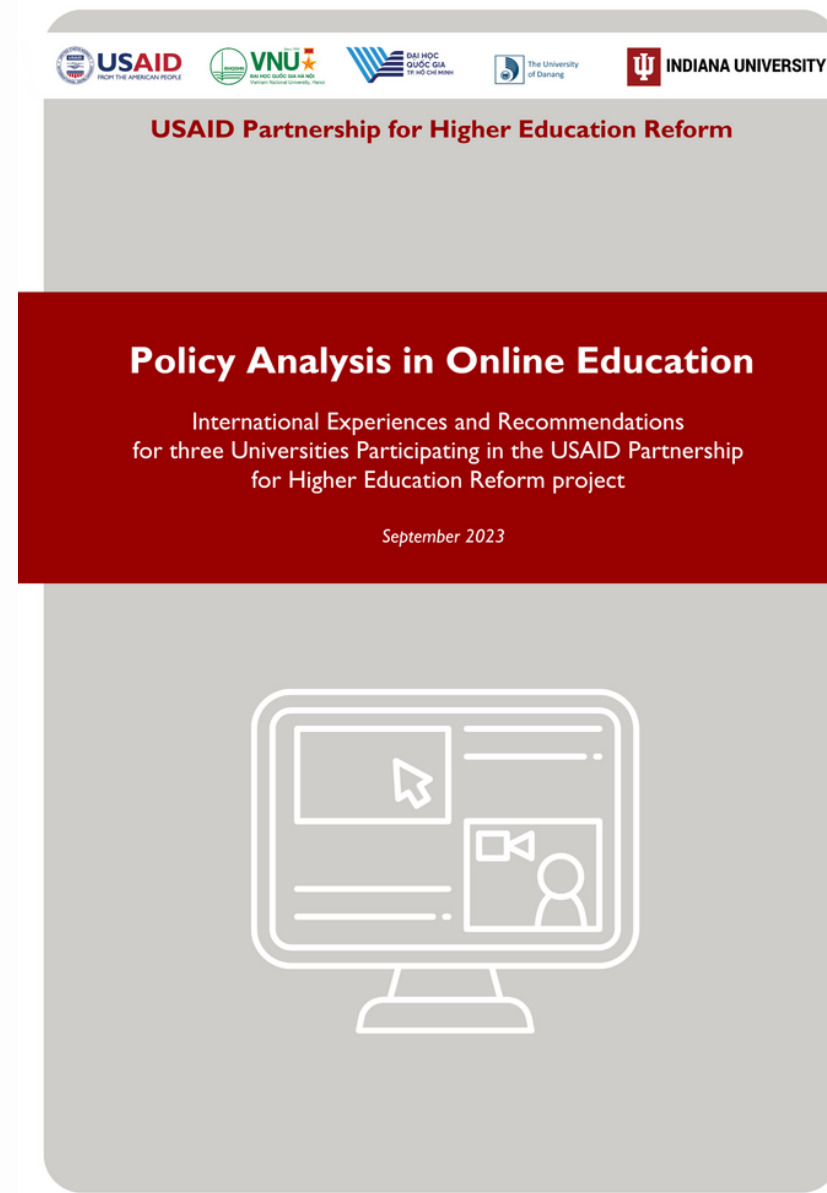
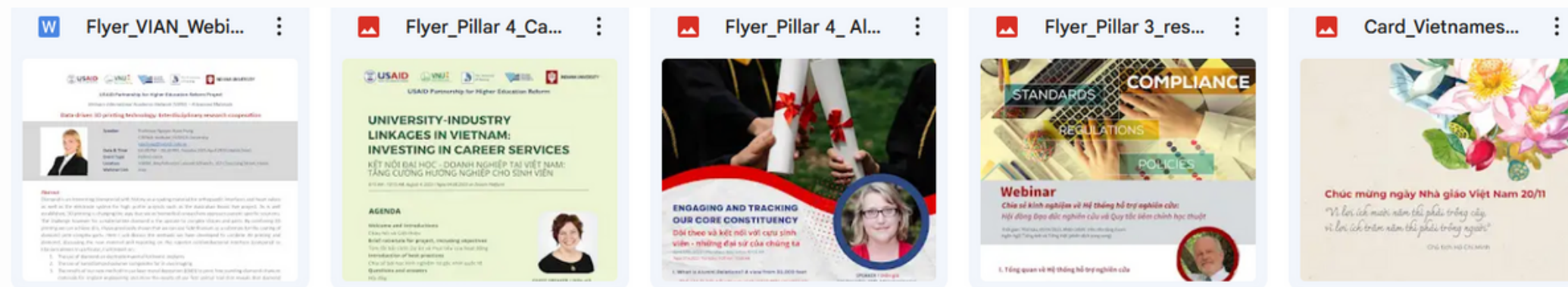
Tasks, including design and content, **only use in-house resources, which are communication staff**, without hiring service providers.



Indiana University, Bloomington, Indiana, USA
September 18-22, 2023



Capacity Development Program (CDP)
USAID Partnership for Higher Education Reform



USAID Partnership for Higher Education Reform

Policy Analysis in Online Education

International Experiences and Recommendations for three Universities Participating in the USAID Partnership for Higher Education Reform project

September 2023



Design of notebook (1000 copies printed)



4 flyers

ENGAGING AND TRACKING OUR CORE CONSTITUENCY
Đổi theo và kết nối với cựu sinh viên - những đại sứ của chúng ta

April 27th, 2023 (Thursday), 8:00 AM to 10:00 AM
 Ngày 27.4.2023 (Thứ Năm), 8:00 AM - 10:00 AM

I, What is Alumni Relations? A view from 30,000 feet
 Thế nào là kết nối với cựu sinh viên? Một cái nhìn từ độ cao 30.000 feet.

II, Alumni Engagement
 Kết nối cựu sinh viên

- Why do we want to engage our alumni?
 Tại sao chúng ta muốn kết nối với cựu sinh viên?
- What types of engagement should we consider?
 Các hoạt động tương tác với cựu sinh viên?

III, Graduate Tracking System
 Hệ thống theo dõi và giữ liên lạc với cựu sinh viên

- What do you track?
 Nội dung theo dõi
- Should you build, buy, or rent a CRM?
 Hệ thống giữ liên lạc (CRM - customer relationship management): Nên tự phát triển, mua hay thuê?

SPEAKER / Diễn giả
 Lori Garraghty, CFRE, Adjunct Instructor;
 Executive Director of Development and Alumni Relations, O'Neill
 Cô Lori Garraghty, Giám đốc điều hành bộ phận phát triển và kết nối cựu sinh viên, Paul H. O'Neill School of Public and Environmental Affairs, Indiana University

REGISTER NOW

<https://shorturl.at/fortS>

Logos: USAID, VNU, The University of Danang, VIET NAM NATIONAL UNIVERSITY, INDIANA UNIVERSITY

Contact: Ms. Do Hoang Lan - Project Officer for University-Industry Linkages - lando@sangkienvietnam.org - 0913566866

STANDARDS COMPLIANCE REGULATIONS POLICIES

Webinar
Chia sẻ kinh nghiệm về Hệ thống hỗ trợ nghiên cứu:
Hội đồng Đạo đức nghiên cứu và Quy tắc liêm chính học thuật

Thời gian: Thứ Sáu, 05/05/2023, 8h00-10h00 trên nền tảng Zoom
 Ngôn ngữ: Tiếng Anh và Tiếng Việt (phiên dịch song song)

I. Tổng quan về Hệ thống hỗ trợ nghiên cứu

- Các thành phần của Hệ thống hỗ trợ nghiên cứu
- Các hoạt động chính của Hỗ trợ nghiên cứu

II. Tuân thủ Nghiên cứu

- Hội đồng Đạo đức nghiên cứu
- Liêm chính Học thuật

(Chuẩn mực nghiên cứu cho nghiên cứu viên)

Diễn giả: TS. John Baumann
 Phó Chủ tịch phụ trách Tuân thủ nghiên cứu, Văn phòng Tuân thủ Nghiên cứu
 Trường Đại học Indiana (Mỹ)

DĂNG KÝ NGAY!

<https://shorturl.at/luwzDT>

Liên hệ: Nguyễn Thị Lan Hương - Quản lý Dự án
 huong.n@sangkienvietnam.org - 0915 086 604

Logos: USAID, VNU, The University of Danang, VIET NAM NATIONAL UNIVERSITY, INDIANA UNIVERSITY

USAID Partnership for Higher Education Reform (PHER)

USAID Partnership for Higher Education Reform

UNIVERSITY-INDUSTRY LINKAGES IN VIETNAM: INVESTING IN CAREER SERVICES
KẾT NỐI ĐẠI HỌC - DOANH NGHIỆP TẠI VIỆT NAM: TĂNG CƯỜNG HƯỚNG NGHIỆP CHO SINH VIÊN

8:15 AM - 10:15 AM, August 4, 2023 / Ngày 04.08.2023 on Zoom Platform

AGENDA

Welcome and Introductions
 Chào hỏi và Giới thiệu

Brief rationale for project, including objectives
 Tóm tắt bối cảnh Dự án và mục tiêu của hoạt động

Introduction of best practices
 Chia sẻ bài học kinh nghiệm từ góc nhìn quốc tế

Questions and answers
 Hỏi đáp

Short updates: timeline & questionnaire
 Cập nhật về mốc thời gian thực hiện hoạt động và Bộ Câu hỏi Khảo sát

GUEST SPEAKER / Diễn giả
 Ms. Catherine Matthews, Ph.D - Senior Consultant,
 Talent and Organization Development
 TS. Catherine Matthews, chuyên gia cao cấp về phát triển nhân lực tại ĐH Indiana, Hoa Kỳ

Contact: Ms. Do Hoang Lan - University-Industry Linkages's PO at lando@sangkienvietnam.org - 0913566866

CAREER

Quét mã QR để tham gia

Logos: USAID, VNU, The University of Danang, VIET NAM NATIONAL UNIVERSITY, INDIANA UNIVERSITY

Chúc mừng ngày Nhà giáo Việt Nam 20/11

"Vì lợi ích mười năm thì phải trồng cây,
 vì lợi ích trăm năm thì phải trồng người"

Chủ tịch Hồ Chí Minh

USAID Partnership for Higher Education Reform Project

Logos: USAID, VNU, The University of Danang, VIET NAM NATIONAL UNIVERSITY, INDIANA UNIVERSITY

USAID PARTNERSHIP FOR HIGHER EDUCATION REFORM
 Working to modernize Vietnam's leading universities & strengthen Vietnam's higher education system

Governance

Research & Innovation

Teaching & Learning

University-Industry Linkages

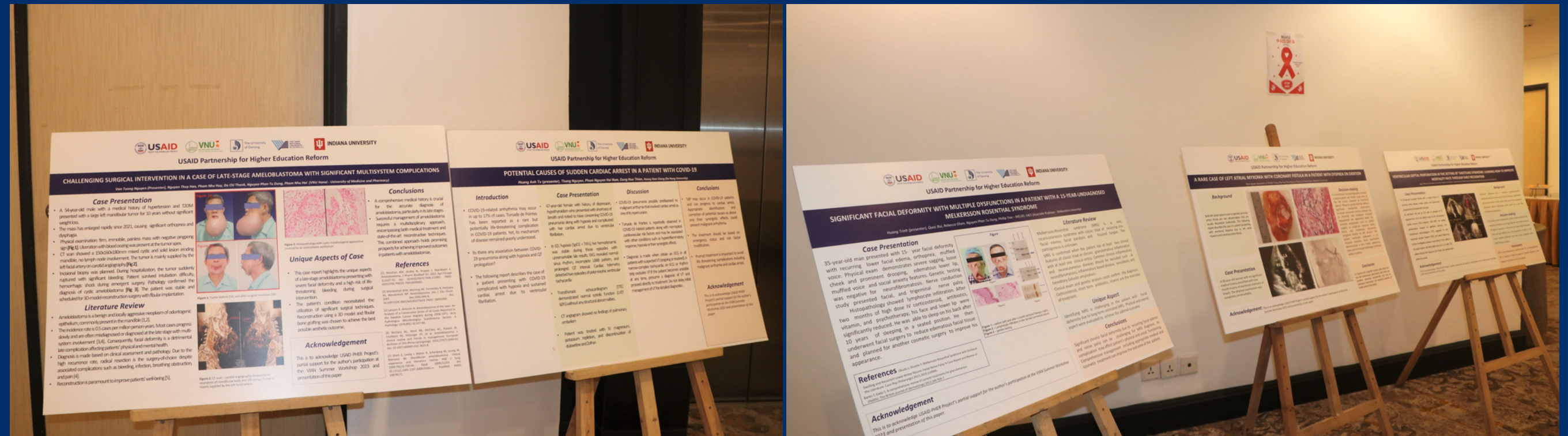
Logos: USAID, VNU, The University of Danang, VIET NAM NATIONAL UNIVERSITY, INDIANA UNIVERSITY

11 posters

6 Posters
introducing the
project showcased
at US Ambassador
visit in VNUHCM



5 Posters for VIAN-
Health Sciences'
Summer Workshop



12 standees



FINAL STANDEE USAID PHER VN EN



On the Integration of the Gender Dimension into Research



Standee Du An_PHER EN



STANDEE VIAN ACS



STANDEE VIAN AM



STANDEE VIAN IT



Standee PHER_not use



STANDEE VIAN Climate & Environment



STANDEE VIAN EBP



STANDEE VIAN Education

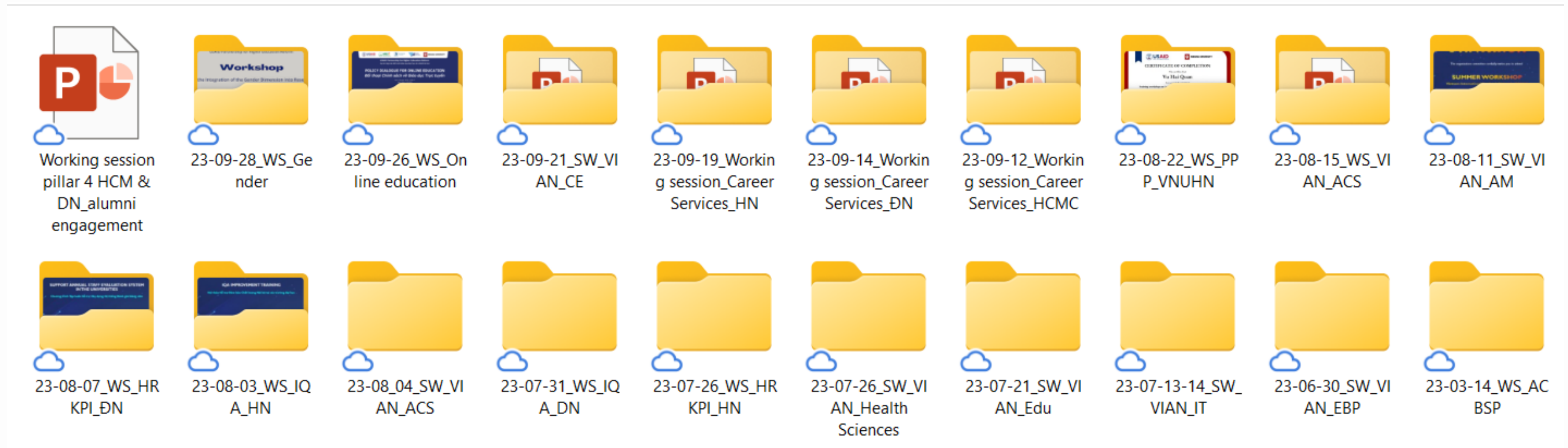


STANDEE VIAN Giáo dục

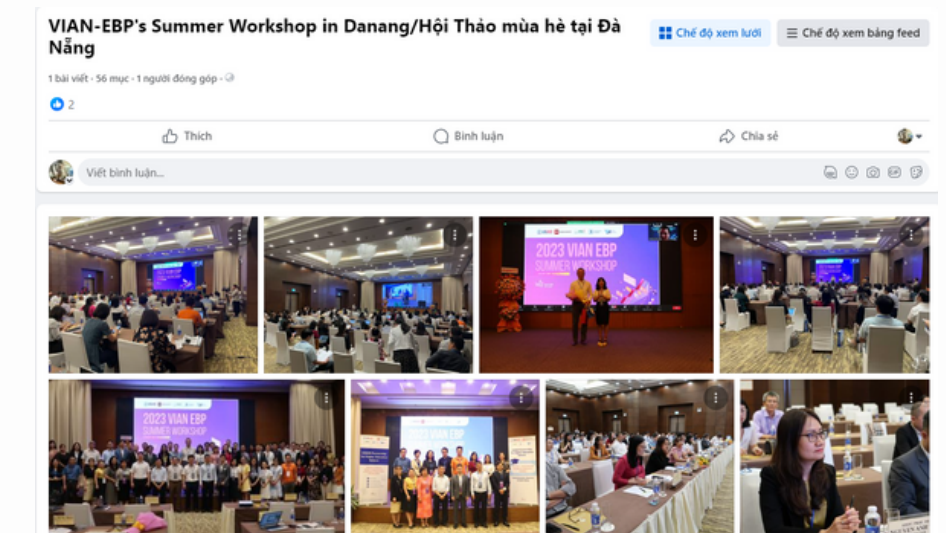
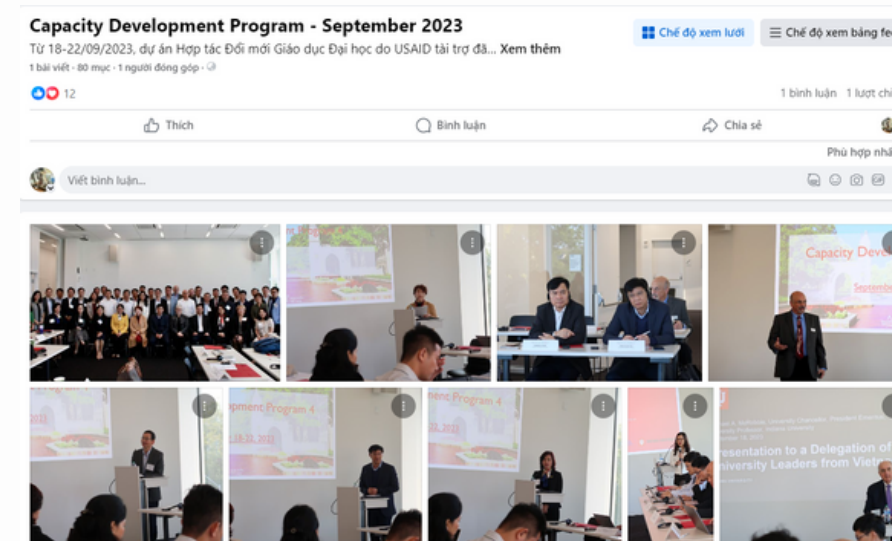
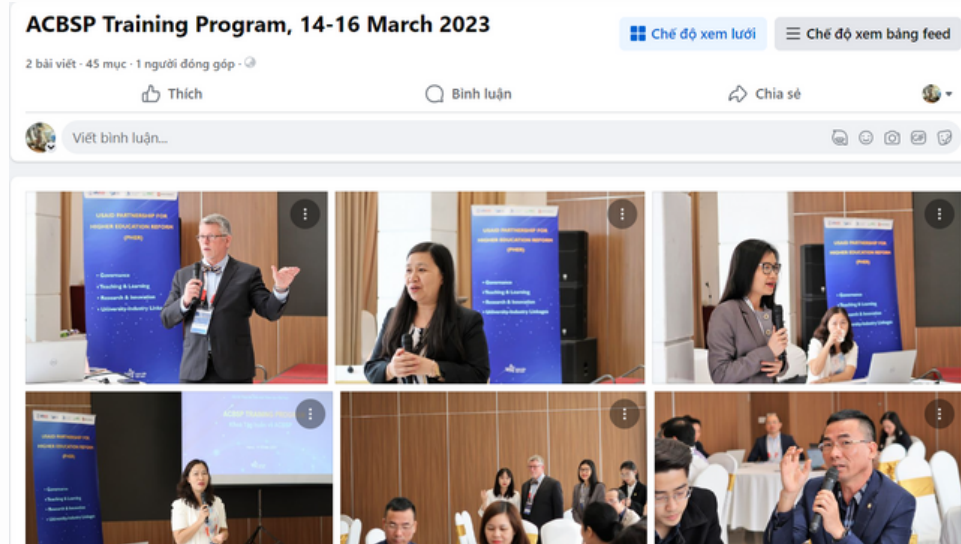


STANDEE VIAN Health Sciences

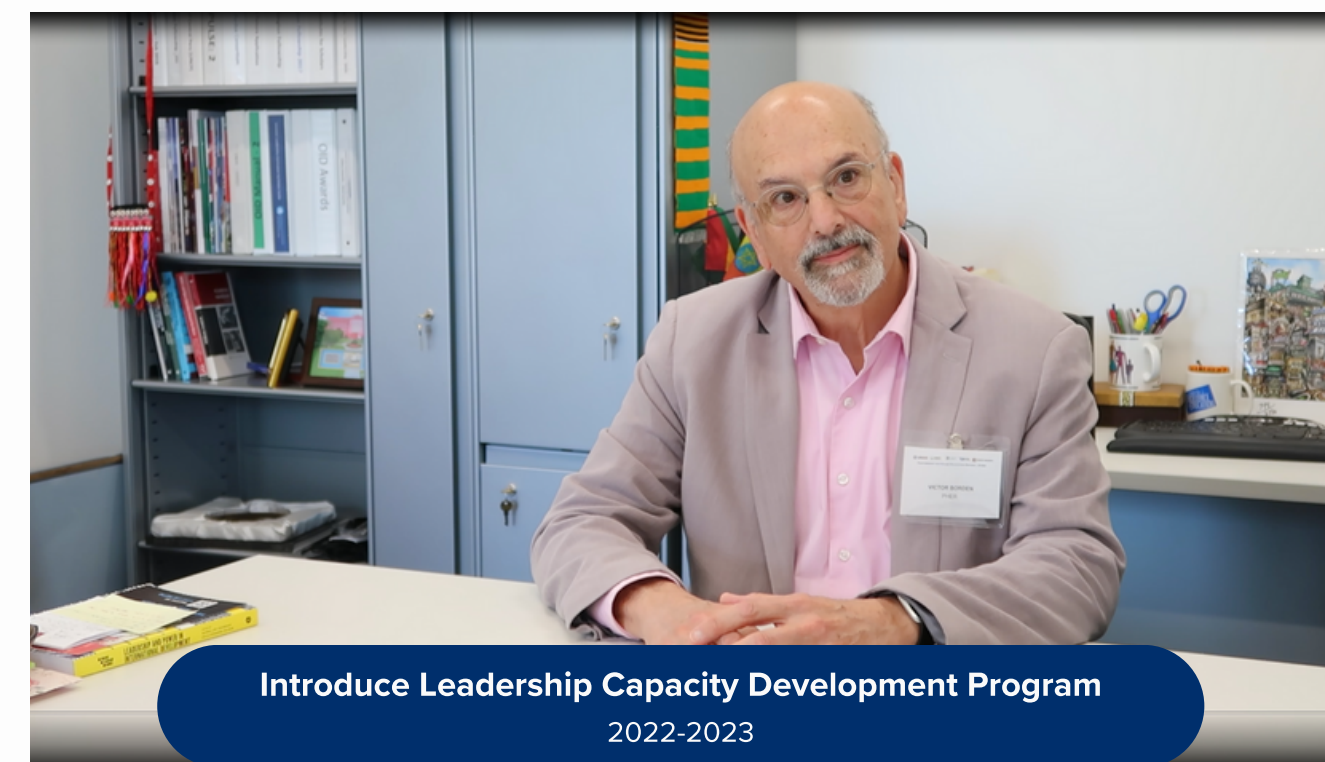
20 sets of banner, nametag, certificates



Producing thousands of high-quality photos and editing countless others for social media and web purposes



4 videos



2 staff profiles & 1 policy report

USAID Partnership for Higher Education Reform (PHER)
 Dự án Hợp tác Đổi mới Giáo dục Đại học do USAID tài trợ
 Project Staff Profile - Thông tin Nhân viên Dự án

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 Deputy Chief of Party / Phó Giám đốc Dự án
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GOVERNANCE - QUẢN TRỊ

TEACHING & LEARNING - DAY & HỌC

**RESEARCH & INNOVATION
 NGHIÊN CỨU & ĐỔI MỚI**

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Financial-Administrative Management Team / Nhóm Quản lý Hành chính - Tài chính

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USAID Partnership for Higher Education Reform

Policy Analysis in Online Education

International Experiences and Recommendations
 for three Universities Participating in the USAID Partnership
 for Higher Education Reform project

September 2023



2 success stories & 4 bullet stories

SHORT COURSE, BIG IMPACT

According to a report released by a project implemented by Viet Nam Chamber of Commerce and with support from UNICEF during the period 2019-2021, employers face many difficulties finding young workers who possess the in-demand skills, especially soft skills. The skill-gaps in the labor market hamper youth employability. Most notably, the assessment even reveals that many young people in Viet Nam are not aware of the necessary employability skills to embrace chances for their professional life.

To address this problem, the USAID Partnership for Higher Education Reform (USAID PHER) project has launched Career Skill Courses developed by Indiana University (IU)-USA delivered through the IU Expand platform to more than 100 students from Vietnam National University-Hanoi (VNU-HN); 54 of those participants received certificates of completion from Indiana University and USAID PHER.

The courses support students in building a foundation for their future career paths and aim to help students gain an edge in career development. The program helps students explore their values, strengths, and interests in relation to degrees and career.

Nghiem Tung Linh, a sophomore student at VNU-HN attending a course on Teamwork and Collaboration, shared that "This lesson is a useful opportunity for me to gain more knowledge and skills that can help me in the future. I could boost my confidence to learn and apply these new skills to my abilities to take on challenges and expand my skills."

In addition, the course aims to give students mastery of communication, presentation, and collaboration skills to position them to work successfully in cross-functional teams, demonstrate leadership, and take initiative in their eventual workplaces. It is believed that soft skills not only increase the chances of employability but also boost overall personality development for our

Indiana University Supports Three Vietnamese Public Universities in Developing Leadership Capacity for Higher Education Reform

Since 2022, the USAID Partnership for Higher Education Reform has delivered a series of five leadership development cohorts for senior university leaders and administrators from Vietnam. These programs, hosted by Indiana University, support higher education leaders in becoming change agents for reform at the three largest public university systems in Vietnam.

The programs have provided learning opportunities to 137 participants, including 34 women, from Vietnam National University Hanoi (VNUHN), the University of Danang (UD), and Vietnam National University Ho Chi Minh City (VNUHCM). The program covers a vast range of areas critical to innovation in higher education, including effective leadership and governance, quality of teaching and learning, research capacity to meet international standards, linkages to industry.

Participants engaged with the spectrum of academic and administrative leaders across Indiana University to better understand the various roles, responsibilities, capacities, services, and strategies for development. The objectives were for the Vietnamese delegates not only to gain knowledge and experience regarding the governance and management of modern public universities but also to reflect on how innovative approaches could be adapted and applied to the context of Vietnam's public universities. The participants were challenged to consider how they could spearhead and drive reform and transformation in their respective institutions. The delegates conferred with Indiana University experts to consider how best to move forward with solutions to major issues.

"The program is intensive and interactive. Along with presentations and discussion, we had opportunities to visit several academic, administrative, and technical units within and outside of IU to gain first-hand knowledge and experience", Ms. Nguyen Luu Thuy Ngan, Vice President of VNUHCM-University of Information Technology, shared her experience in the third cohort in May 2023.

Thank you for making our success possible!