INSTITUTIONAL COMMUNICATION
Institutional communication can be defined as the type of communication carried out in an organized way by an institution and its representatives, and is aimed at people and social groups that develop its activity. Its objective is to establish quality relationships between the institution and the public, with which it’s affiliated, acquiring social notoriety and an appropriate public image according to its intentions and activities.
Institutional communication is related with marketing, publicity, the press, and public relations, but goes beyond the functions carried out by them; it looks to transmit the personality of the institution, the image, and the values that fund it. You cannot separate the identity of an institution and its values, and the way to communicate. Its identity must be in harmony with its content, in order to communicate.
There are three possible images— that don’t always coincide—in the communication of an institution: the image that it wishes to give, the real image of the institution, and the image that is perceived. A good institutional communication looks for harmony between the three images, prioritizing to identify and trying to avoid that the image that is conveyed doesn’t correspond with reality or that the institution be perceived in a wrongful way.
Institutional communication doesn’t identify solely with the information offered by those who coordinate the communications communication that is carried out by those who have been officially assigned to it. There is another type of communication that is informal: which is transmitted by those who form the institution by their way of acting, since they are not invested in the authority, they are perceived as representatives of the organization. All act carried out by the has a social repercussion that is sometimes interpreted by society as institutional communication.
Mission
Strive for the positive image and good school reputation

Vision
Generate positive images for the school.

Values
• Responsibility
• Commitment
• Effort
• Overcome
MISSION

Support the success of Mexicans in the U.S., through developing language and culture.

Support bi-national comprehension and integration through education, the language capabilities, cultural diffusion, the academic extension, and the synergy with the educational systems in the United States.
VISION

Our personnel collaborate in an effective, respectful way, and focuses on our mission and vision, knowing the organization supports in satisfying the necessities of life and development.
COMMUNICATION STRATEGIES

To plan a good communication strategy it’s necessary to know WHAT message we want to communicate and to WHO we want to communicate it to. This communication is divided between INTERNAL and EXTERNAL.

*Communication strategy consists of defining with clarity who we are and what we offer.*
STRATEGIES OF INTERNAL COMMUNICATION

The permanent communication between the people that make up the personnel of an INSTITUTION is key for the success of internal communication. Without communication it’s not possible to go in the same direction. There were times when ignoring this aspect worked by “ordering y doing” exclusively. But even with this this type of management, without good communication up and down, there would not be good results.
Internal communication is indispensable so that the whole personnel of the company, at the level at which it is necessary, can know which are their plans, their objectives, and participation level, and effort in this task. Without internal communication, the personnel doesn’t know which direction the ship is heading, the route to follow, and what to expect. This situation would obscure the objectives that are being tried to reach.
STRATEGIES OF INTERNAL COMMUNICATION

The institution has to promote efficient actions in order to achieve a good internal and external communication, horizontally and vertically, in all the structures of this institution. This communication has to be bidirectional, which mean go up and down and vice versa, and from different levels equally.

It’s important to keep communication open to inform, promote, stimulate, and let it be known all kinds of content, related to their plans, objectives, and actions. It must also use this communication to inform on the opinions and suggestions of the personnel.
STRATEGIES OF INTERNAL COMMUNICATION

Must be the objective of bidirectional internal communication:

• The politics of the quality
• The objectives of the established quality
• The requirements of the quality carried out by the institution
• The goals achieved
• The results obtained

This will help us work together towards a same goal or objective and work together as a team in situations of crisis.
Defining who we are and what we offer in a distinctive, clear, simple, and persuasive way is a task that only the great achieve with success.

The strategy of communication of Coca-Cola was during some of the most efficient years in the world. Coca-Cola was authentic (“the real-thing”). Before a strategy of leadership like this on, Pepsi responded with a certain message of rebellion. (“Are you crazy? Drink Pepsi”, or “Generation Next”). All the tactics of communication of the two greatest coke companies, in publicity, in promotion, followed this simple rule: authentic one, rebellion the other.
STRATEGIES OF EXTERNAL COMMUNICATION

Public relations and the way in which we communicate with people is changing.

It forces us to make a continual effort to really know the evolution of the internet, of the different applications, of the behavior of the consumer, studies, tendencies, etc. it doesn’t work to create a Facebook page or a twitter: anybody can do that. The tools that people use to share and distribute their content are the same we can use to get to them. We must understand the market, the needs of the people, and talk to them how they do. **Build Relations** with them where they are and where they share and distribute our information and content.
STRATEGIES OF EXTERNAL COMMUNICATION

We must stop being *spammers* with press notes and use the tools that allow us to get close to people directly. *Listening to the conversations*, answering questions, and helping people so that we can generate the trust and potential relationships with the school. This will allow us to better our institution, our courses, and our cultural activities. *The bloggers* won’t write about our school if we send them a press note, every day they are bombarded with thousands of them. We must build and personify our stories. We must build relationships. Corporate messages are not conversations.
STRATEGIES OF EXTERNAL COMMUNICATION

Public relations work with people, not with new tools. Technology advances, people are always the same.

We must position our image in the new era of communication. Participating is not an option, it’s an obligation, its importance is in the strategy used in Social Media, and this will determine the success or failure of the public relations.
OBJECTIVES OF COMMUNICATION

The actions that generate a brand in social networks doesn’t generate clients, for the already are, what does is who aren’t wish to be.

• Determine what we want to achieve and what our objectives are.
• Decide who we are going to direct our communication towards.
• Think what idea we want to transmit.
• Fix a budget (how much).
• Select an appropriate resource and the frequency with which we use it.
• Execute the plan y measure its impact.
INSTITUTIONAL COMMUNICATION (INC)

Objectives:

1. Trust and alignment with the information that emulates the institution.
2. Integrity with the image of the institution
<table>
<thead>
<tr>
<th>Medullary Processes of Operation</th>
<th>Indicators of Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning and Execution</td>
<td></td>
</tr>
<tr>
<td>Elaboration of the annual proposition and adjustments in process and ways of institutional communication</td>
<td>1. Fulfillment with the agreed program.</td>
</tr>
<tr>
<td>Securing of the alignment and trust of the institutional communication</td>
<td>1. Number of errors in the communication that emulates the institution.</td>
</tr>
<tr>
<td>Elaborating institutional communication elements, according to the established responsibility of the unit</td>
<td>2. Number of distractions in the message or focus of communication that emulates the institution.</td>
</tr>
<tr>
<td>Impact of the plan of Institutional Communication</td>
<td>1. Number of messages emitted in time, in the established format and without error.</td>
</tr>
<tr>
<td></td>
<td>1. Fulfillments with the established objectives in the plan of institutional communication.</td>
</tr>
<tr>
<td></td>
<td>2. Perception in the surveys of opinion, social media, and information sources.</td>
</tr>
</tbody>
</table>
INSTITUTIONAL COMMUNICATION (INC)

<table>
<thead>
<tr>
<th>Attention to the public</th>
<th>Indicators of Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give the public information about programs, events, or initiatives about the institution with effectiveness, trust, and quality service.</td>
<td>1.  Number of errors in the information given.</td>
</tr>
<tr>
<td></td>
<td>2.  Number of information requests attended in time.</td>
</tr>
<tr>
<td></td>
<td>3.  Number of contacts carried out according to the alignments with attention to the public.</td>
</tr>
<tr>
<td></td>
<td>4.  Number of complaints or negative comments about the quality of attention to the people looking for information.</td>
</tr>
</tbody>
</table>
**INSTITUTIONAL COMMUNICATION (INC)**

<table>
<thead>
<tr>
<th>Budget Effectiveness</th>
<th>Indicators of Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness with the elaboration of the annual budget and the trimestral unit.</td>
<td>1. Number of negative impacts in the programs and projects of communication produced by deficiency in the budget planning.</td>
</tr>
<tr>
<td>Effectiveness in the exercise of the budget.</td>
<td>2. Number of budgets proposed in time, without error, and in the established formats.</td>
</tr>
<tr>
<td></td>
<td>1. Number of accomplishments with the budget.</td>
</tr>
</tbody>
</table>
### Administrative Accomplishments

<table>
<thead>
<tr>
<th></th>
<th>Indicators of Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports</td>
<td>1. Number of reports presented in time, without error, and in</td>
</tr>
<tr>
<td></td>
<td>the established formats.</td>
</tr>
<tr>
<td>Register and</td>
<td>1. Number of error or omissions in the archives of the unit.</td>
</tr>
<tr>
<td>Filling</td>
<td></td>
</tr>
</tbody>
</table>