

Area of Communication and Public Relations

The Faculty of Education aims to engage not only prospective students in pedagogy, social sciences, and humanities but also professionals willing to collaborate, as well as the general public, to promote the faculty and the university's positive image. Achieving these goals involves intensive PR activities and creating a positive image to primarily present the creative activities of students and staff in pedagogy, psychology, and social science research.

The faculty also considers important the communication of its activities and initiatives not only to the domestic academic space but also to the international community. This goal is pursued by continually improving self-presentation internationally through appropriate communication tools and mobilities, primarily via regular content and formal reviews of the faculty's website and other electronic communication resources, along with keeping information updated according to current legislation.

Creating supportive spaces and communication systems for various groups of students (and staff) is important to enhance their educational activities and provide intensive support in various life areas – acquiring pedagogical competencies, career, psychological, and social counseling, supporting students with special needs, mentoring, and establishing a support system for students, including those with special needs. Strategic goals in this area will primarily include:

- Transparency in the publication of information and documents by the faculty;
- Clear and straightforward presentation of the faculty's activities;
- Regular updates of information on the faculty's website and the websites of its individual departments;
- Ensuring the effective functioning of communication channels with students, staff, and external parties;
- A proactive approach to communication with external stakeholders;
- Developing the activities of the faculty's alumni association.