

Summary of the Communication Strategy 2021



The Communication Strategy for 2021 has been developed throughout 2020, and it is the result of the analysis of the previous Communication Strategy, its performance in 2019 and additional research activities.

The sections of the Communication Strategy address the following topics:

- **Strategic overview:** defining the purpose of the Communication Strategy and how communication relates with AEC's activities.
- **Communication objectives:** defining the goals to be achieved through communication activities.
- **Target audiences:** defining the groups that AEC needs to target and how they can be reached.
- **Key Messages:** defining the themes and values on which AEC's communication should be based consistently.
- **Tools and channels:** listing the tools and channels that AEC is using for delivering the Key Messages.
- **Performance Analysis:** studying how the tools and channels are performing and defining measurable goals for the following year.
- **Actions:** planning a set of actions to be taken in order to achieve the overall Communication objectives and the SMART objectives. Detailed plans on the specific activities can be described in dedicated documents.

This summary reports the highlights and main actions planned in the Communication Strategy.

Objectives

Through its communication activities, AEC aims to

1) Raise awareness about:

- Role of artists in the modern society
- Relevance of education and culture
- Disparity and discriminatory patterns in Higher (Music) Education Institutions
- Power relations patterns in Higher (Music) Education Institutions
- Importance of mobility and exchange in professional development
- Environmental crisis and related role of Higher (Music) Education Institutions.

2) Promote:

- AEC events and activities
- AEC members' events and activities
- Good practices and examples
- Participation, inclusiveness and diversity
- Partnership with other associations
- Research activities.

3) Inform AEC members about:

- AEC advocacy and lobbying activities
- Relevant updates about cultural sector - focused on European level.

4) Provide:

- Material supporting Higher Music Education Institutions staff and students (e.g. project outcomes, publications, studies, national overviews)
- Networking opportunities
- Platform for exchange of idea

Tools and related actions

AEC Website

The current website is built on a custom CMS that will be no longer supported in 2021. A new website will be developed by April 2021 and it will feature improvements on navigation, design, functionalities for AEC members and Search Engine Optimisation (SEO).

AEC Newsletter and targeted mailings

One of AEC's most effective communication channels is the monthly newsletter and the thematic targeted emails sent to the registered users. To improve the management of the mailings and therefore to provide a better service to AEC members, the AEC Office will adopt a new, more efficient, CRM system. The newsletter layout will also be updated to better serve its informative scope.

AEC Social Media

Facebook, Twitter and LinkedIn are the social media currently used by AEC to connect with AEC members, to encourage discussions and exchanges of good practices and to make sure that the AEC community is always up-to-date with the most relevant news of the H(M)E sector. To keep pursuing these objectives, in 2021 AEC will focus on connecting with AEC member institutions' pages, producing engaging and informative media material, connecting and collaborating with partners to reach a wider public (beneficial especially for AEC members making use of AEC dissemination services).

AEC Events and external events

Events, in presence or online, are always a good dissemination opportunity. AEC will continue organising its successful events and participating at external events as it has always been done, adapting to the new online formats when needed.

AEC-SMS Publication website

In September 2020, AEC launched the [official Publication website of the project Strengthening Music in Society](#). The main objectives of the website are: 1) to raise awareness about the different themes of the SMS project, 2) to publish the project's outcomes as valuable materials for the use of the AEC community and the external audience. The SMS Website is being and will continue being promoted by posting new articles on AEC social media, sharing relevant content with specific target groups, featuring the articles in the AEC monthly newsletter.

AEC Flyer

A new AEC flyer has been designed and printed in 2020, with the aim of reaching more people in the member institutions and possibly beyond. It will be widely distributed and a digital interactive version will be produced and disseminated in 2021.