

Media field: possibility to improve the rating position

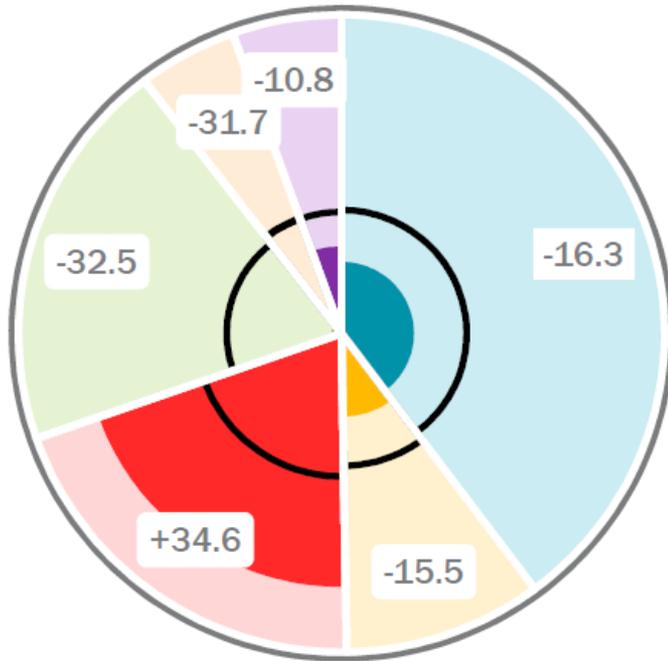
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РОССИЯ  СЕГОДНЯ

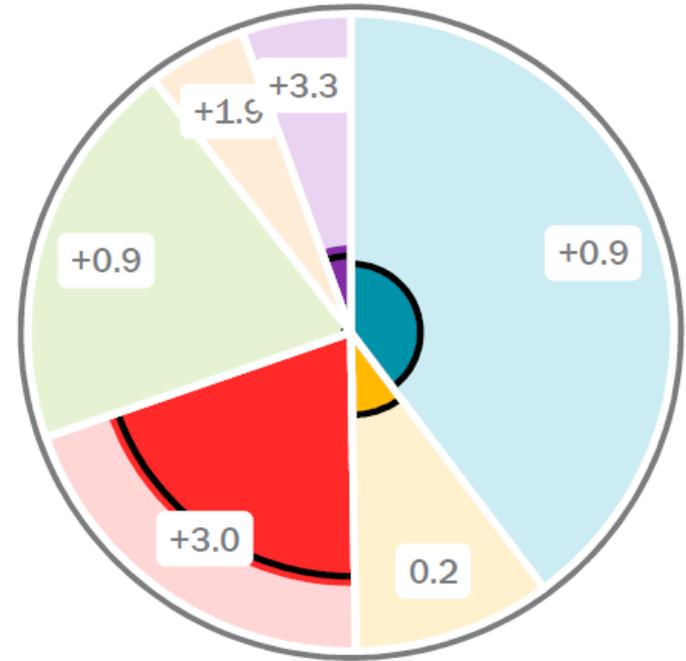


Indicator variances from global averages and last year's performance (from QS)

Russia vs. Global Average



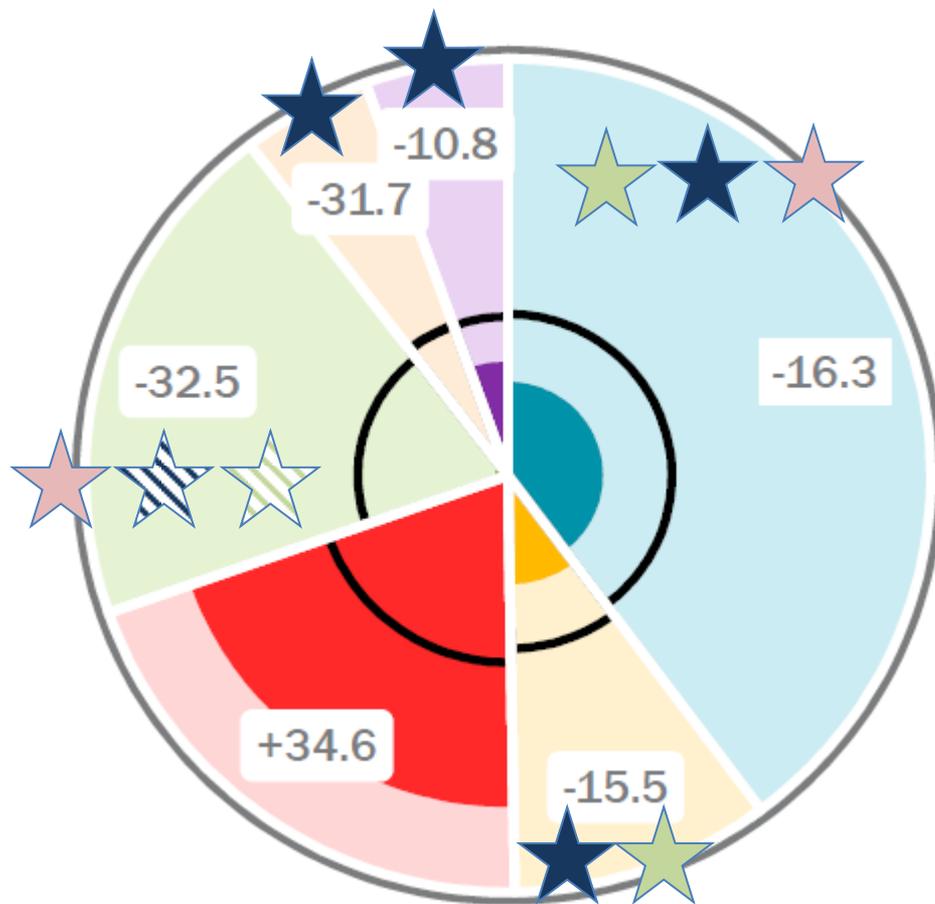
Russia - 2014 vs. 2013



- ACADEMIC REPUTATION
- EMPLOYER REPUTATION
- FACULTY STUDENT
- CITATIONS PER FACULTY
- INTERNATIONAL FACULTY
- INTERNATIONAL STUDENTS

Influence of main content groups

- Academic papers (science media) ★
- Popular science content (science media) ★
- Popular content (national media) ★



The activity of Russian universities in the main media channels is extremely low. Main accent on the academic papers is not enough.

Example of main topics of publications in 2013 (REA Plekhanov, BFU)

4

BFU 2014

- The intention of the government of the Kaliningrad region to grant BFU the building of the former medical unit
- The meeting of the governor of the Kaliningrad region Nikolay Tsukanov with BFU alumni
- Boeing 737 granted to BFU as a flight simulator
- The opening of the international youth school “Russia and the EU: a dialogue in the epoch of monologues”
- BFU team takes part in the 1/8 finals of KVN* premier league for the first time
(*KVN - the Club of the Witty, a contest of stand-up comedians)

REA 2013

- The escalation of the conflict in Syria, and the resolution of the conflict proposed by the Russian president;
- Boris Berezovsky's death;
- The case of Pussy Riot;
- Initiation of laws directed at the prohibition of homosexuality propaganda among minors;
- Moscow mayoral election;
- The case of Kirovles;
- Preparation for and holding of the Winter Olympic Games in Sochi

Result of systematic improvements in media activities (example of REA Plekhanov 2014)

2013 США Германия Япония Узбекистан
8 стран Испания Франция Казахстан Азербайджан

**РОСТ МЕДИАОХВАТА
БОЛЕЕ ЧЕМ В 150 РАЗ**

2014
26 стран

США	Япония	Бразилия	Киргизия
Испания	Казахстан	Аргентина	Армения
Германия	Узбекистан	Мексика	Молдова
Франция	Азербайджан	Колумбия	Турция
Италия	Белоруссия	Чили	Великобритания
Китай	Грузия	Перу	
ОАЭ	Венесуэла	Сербия	

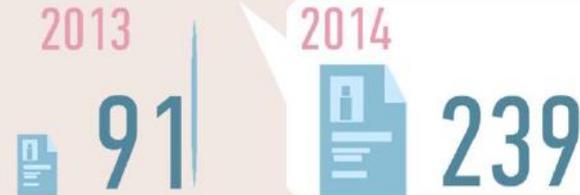
МЫ СДЕЛАЛИ ЭТО ЗА ГОД!

10 человек
в проектной группе

10 высокорейтинговых
зарубежных СМИ

87.941.0 человек - охват
зарубежной аудитории

В 2,5 РАЗА ВЫРОСЛО ЧИСЛО ПУБЛИКАЦИЙ В
ЗАРУБЕЖНЫХ СМИ



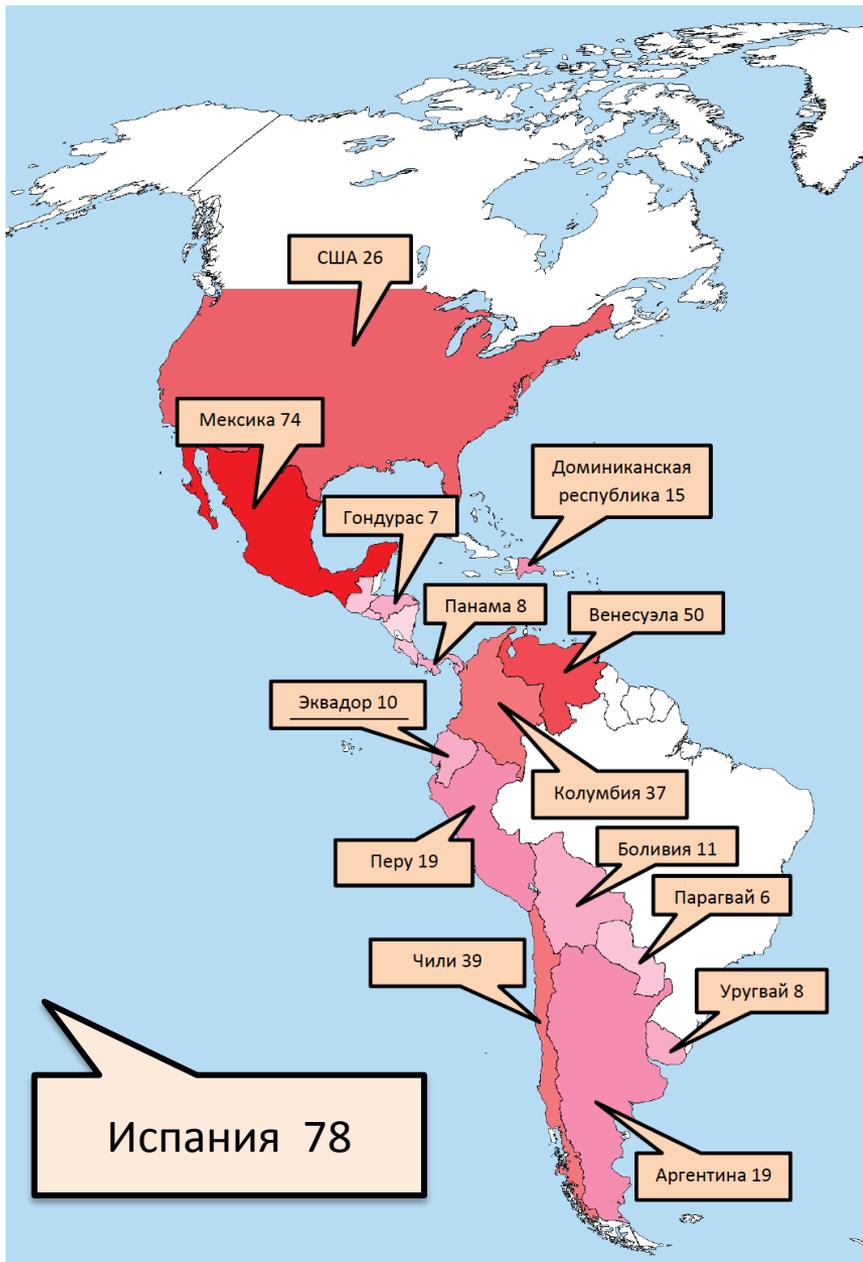
СФОРМИРОВАН ЦЕЛЕВОЙ ТЕМАТИЧЕСКИЙ ПРОФИЛЬ В СМИ



УЛУЧШЕНЫ КАЧЕСТВЕННЫЕ ПОКАЗАТЕЛИ
ИНФОРМАЦИОННОГО ПОЛЯ ЗА РУБЕЖОМ



Content with right targeting (Case 1st Q 2015, TomskPU)



5

Articles (especially prepared on the basis of research activities for Spain and Spanish-speaking countries)

RESULT

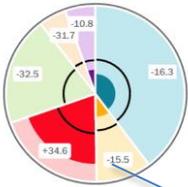
407

Media agencies/
publications

3

monthes

EMPLOYERS: MOOC as good instrument (experience of UNIVERSARIUM.ORG)



Employer reputation

MOOCs in the cooperation with employers : next step to competitiveness of university

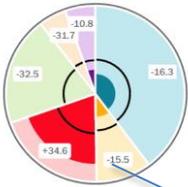
- Courses to engage the students (in coop. with Roscosmos, Rosatom, Sberbank, RZhD)
- Courses for the corporative trainings on the base of university's experience (RZhD, Rosstrudnichestvo, Rosatom)
- Courses for head hunting (RIA Novosti, Sberbank)

10.000 – 30.000 of ONLINE students

8-12% of successful exam = loyal targeted auditorium

EMPLOYERS: success stories

Great source for media



Employer reputation

Working with university graduates needs a lot of work. But results:

- Active promotion of the university
- System of informal support of the university
- Good way to the possible new collaborations in science and with employers as well

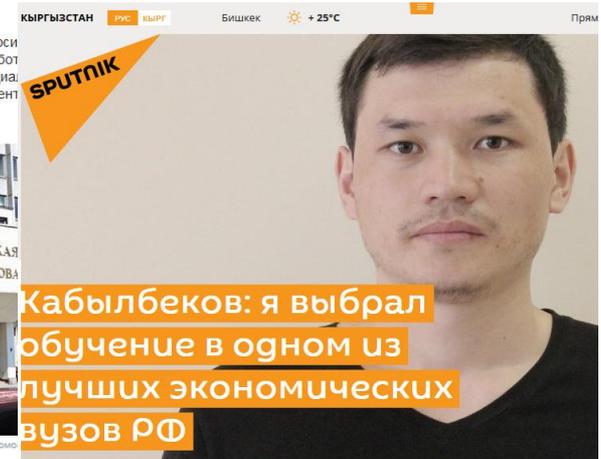
Евсеева: Я не только учусь, но и работаю в Плехановском университете

13:05 15.06.2015 ● 68 ● 2 ● 1

Студенты, поступившие в Российский экономический универси Г.В.Плеханова из-за рубежа, нередко совмещают учебу с работ учебная и трудовая деятельность? Можно ли сменить специа обучения в Москве? На эти и другие вопросы ответила студент факультета маркетинга РЭУ Яна Евсеева.



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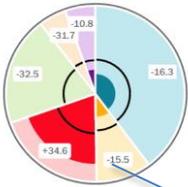
ОБЩЕСТВО 16:04 16.06.2015 (обновлено: 16:58 16.06.2015)

● 68 ● 1 ● 0

В Российском экономическом университете (РЭУ) имени Г.В.Плеханова сегодня учатся студенты из разных уголков мира, включая страны ближнего зарубежья. Насколько сложным был их путь в один из лучших российских вузов? Какую языковую и социальную адаптацию им пришлось пройти за годы учебы?

Only ca.10 of Russian universities implement permanent activities in direction of graduates and relevant success stories

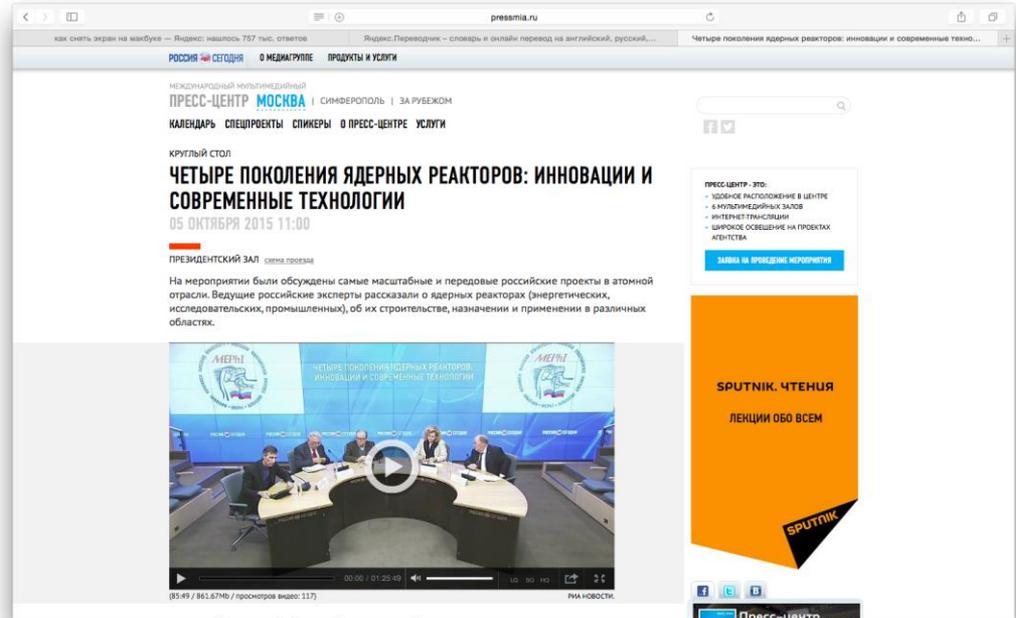
EMPLOYERS: don't forget OFFLINE



Employer reputation

The biggest lost territory of media activities:

- Joint press events with employers
- Talk show to the world wide problematic
- Joint exhibitions (university + employer)



Not enough activities from Russian universities in collaborations with employers.
2015: 3 offline activities of Rosatom and Roscosmos

Thank You for Your attention !