

Communications in Promoting the Third Mission of Universities in the Kyrgyz Republic

Date: April 3, 2025

Venue: Salymbekov University

Time: 09:30 – 13:00

The third mission of universities refers to their societal role beyond education and research. It involves active engagement with society, business, and public institutions to transfer knowledge and technologies, foster innovation, support regional development, and address social, cultural, and economic challenges. This mission aims to ensure that universities make a tangible contribution to societal development, enhance competitiveness, and promote the country's sustainable growth.

Objectives of the Event:

- To enhance understanding of the role and importance of the third mission of universities in Kyrgyzstan, including their active collaboration with society, business, and public authorities.
- To explore key aspects of effective communication and university promotion on social media, taking into account target audience characteristics and current trends.
- To showcase successful cases and tools that help universities build a positive image, expand partnerships, and increase competitiveness.
- To raise awareness of content creation, social media management, influencer engagement, and university branding strategies.
- To encourage experience-sharing and the establishment of new professional connections between university representatives, communication experts, and government stakeholders.

Expected Outcomes:

- Improved competencies of participants in promoting the third mission of universities through effective communication channels and social media.
- A clearer vision of how universities can develop and promote socially-oriented initiatives to strengthen their public profile and institutional brand.
- Enhanced practical skills: participants will learn how to develop content strategies, use social media analytics tools, and engage influencers to attract attention to their institutions.
- Expanded partnership networks: new contacts and collaborations between universities, experts, and public authorities for joint initiatives within the framework of the third mission.
- Increased public interest in the role of universities in addressing social, economic, and cultural issues, through more professional and targeted promotion of their activities.

Target Audience:

Vice-rectors, university communication and press departments, and university SMM managers.

AGENDA

09:30 – 10:00

Registration, Welcome Coffee Break, Networking

Objective: Create an informal environment for introductions and initial exchange of information.

Moderator: **Chynara Amanbaeva**, Director of the Career Center, Adam University

10:00 – 10:15

Welcome Address

By Ainura Israilova, Head of the Department of Higher, Secondary Vocational and Postgraduate Education, Ministry of Education and Science of the Kyrgyz Republic

10:15 – 10:30

“The Third Mission of Universities: Challenges and Objectives”

By Amangeldi Zhumadilov, President of Salymbekov University

An in-depth look at the challenges and opportunities Kyrgyz universities face in fulfilling their third mission.

10:30 – 10:50

“What Are Universities Communicating to the Public via Social Media?”

By Rita Ismailova, Kyrgyz-Turkish Manas University

An analytical overview of how Kyrgyz universities are represented on social media, which content formats are most effective, and where there is room for improvement.

10:50 – 12:00

“Content Strategy: How Can Universities Effectively Promote Themselves on Instagram and TikTok?”

By Saadi Kozhobekov, Founder of "TikTok Reels Marketing"

“The Personal Brand of a University: Effective Marketing Strategies and Promotion Tools”

By Kamilla Tugelova, CEO of Zigzag

Q&A Session

12:00 – 12:30

Coffee Break, Networking

An opportunity to reflect on the presentations and build professional connections.

12:30 – 13:00

Practical Session: Case Studies from Universities

Example: KSTU

Presentation of real success stories: what actions were taken, which tools were used, what results were achieved, and what lessons can be learned.

By Almaz Arzybaev, Vice-Rector for Research, I. Razzakov Kyrgyz State Technical University

13:00 – 13:15

Closing Remarks

Summary of key takeaways and outlining next steps for collaboration.

Moderator: Chynara Amanbaeva, Director of the Career Center, Adam University