SAGE University, Bhopal
Standard Operating Procedure
External Communication

Name of Approving Authority:	<u>Vice Chancellor</u>	**SOP No.:** ___45_____
Signature:	26/04/2023	**Page No.:** __1 of 1____
Date:		**Revision No.:** _____
		Date: _____

In order to have better branding, it is very important to send communication regarding our activities on regular basis to various stakeholders. The process of designing/approval/sending had been prescribed as under:

Sr No	Type of Communication	Responsible Person	Support	To be sent to	Recommending Officer	Approving Officer
1	School specific activities such as SAGE Talk/ Seminar/Conference/ Workshop/VAC / SSS/SWS etc	Coordinator	Content Writer & Design Team	Director/ Dean/ HOS/ HOD of the concerned Faculty	Dean/HOS	DG/VC
2	University level activities such as HR Meet/ Advisors Meet/ Convocation/MUN/Tech Fest/Sports Fest event	CRC/ CSA/ Coordinator	Content Writer & Design Team	VC/ Director/ Dean/HOS/ HOD	CRC / CSA/ Dean/HOS	DG/VC
3	Newsletter / Conference Report/ Event Reports	PA to VC	Content Writer & Design Team	VC/ Director/ Dean/HOS	Event Coordinator	DG/VC
4	Students Notices / Guidelines	Coordinator/ Mentors	Content Writer & Design Team	Students/ Parents	HOD	Dean/HOS
5	Admission related Flyers/Posters/ Creatives/ Newsletter / Event Reports	Admission Team Lead	Content Writer & Design Team	Principals/ SAGE Mitra/ Digital Partner / Students/ Parents	Head Admission	DG/VC
6	Training, Placement, Internship, Alumni Meet	Concerned Coordinator	Content Writer & Design Team	Industry/ Academia/ Alumni	Head CRC	DG/VC