

# WWW.EAAE.BE

Since the new online portal will soon be available online, the secretariat has created a communication strategy. A strategy concerning the website, the newsletter and social media, to make sure that the website remains...  
alive and kicking.

**YOU'LL NEVER BE BORED  
WHEN YOU TRY SOMETHING NEW  
THERE'S REALLY NO LIMIT  
TO WHAT YOU CAN DO**

*Dr Seuss*

# STRATEGY?

This communication strategy is based on terms out of the purpose of the Association:

The purpose of the Association is to advance the quality of architectural education. The Association should provide a forum for **generating and exchanging information** on aspects of architectural education and architectural research. The Association aims at improving the knowledge base and the quality of architectural and urban design education. The mission statement of the association is therefore to build a network of European Schools of Architecture fostering the discussion, the exchanges and a common policy in Europe to advance the quality of architectural education. In order to achieve this, the association will:

- organize a yearly General Assembly which is linked with **network opportunities** and discussing the general Association policy.
  - establish **relations** with governmental, international and professional organizations and authorities
    - coordinate and encourage the dialogue between the different member schools
    - **promote** the organization of thematic networks through conferences and workshops
  - articulate critical issues in the context of architectural education, as well as architectural research
    - strive for academic **excellence**

**AND WHEN THINGS START HAPPENING. DON'T WORRY. DON'T STEW.  
JUST GO RIGHT ALONG. YOU'LL START HAPPENING TOO.**

**Dr Seuss**

# WHY?

First of all it is of great importance to find out why online communication should not be forgotten.

**SOMETIMES THE QUESTIONS  
ARE COMPLICATED**

**AND THE ANSWERS  
ARE SIMPLE**

*Dr Seuss*

Let's talk numbers:

Facebook: 1110 fans

Twitter: 197 followers

Website:

Visitors week 24th of april till 30th of april: ± 2.900

Visitors month of april: ± 13.600

Visitors over the duration of a year: ± 119.000

Newsletter:

Subscribers: ±700

Average open rate: 43%

# HOW?

There are two main groups of stakeholders:

The members/ RA/ EA/ Partners (in need of visibility)

- Need to be shown on the website
- Need to be able to create own content (event/job/news)

The EAAE fans (in need of information)

- Need to be able to find the right information easily
- In need of a visual coherent communication and a lively website

**I LEARNED THERE  
ARE TROUBLES  
OF MORE THAN ONE KIND  
SOME COME FROM AHEAD  
SOME FROM BEHIND**

**BUT I'VE BOUGHT A BIG BAT  
NOW I'M READY. YOU SEE.  
NOW MY TROUBLES ARE GOING  
TO HAVE TROUBLES WITH ME**

*Dr Seuss*

# WHAT?

In order to keep this website alive and kicking there is an obvious must for input:

1. The content created by the members/partners/others/...
2. The content created by Education Academy and Research Academy
3. The content created by the Council
4. New suggestion: The content created by the Secretariat (Interviewing key speakers, creating brief reports of the events, council member in the picture,...)
5. Other suggestions and ideas are very welcome

**YOU HAVE BRAINS IN YOUR HEAD  
YOU HAVE FEET IN YOUR SHOES  
YOU CAN STEER YOURSELF  
ANY DIRECTION YOU CHOOSE.**

**DR SEUSS**

# END?

Actually, it's not the end. It's just the beginning.

**IF YOU NEVER DID  
YOU SHOULD.  
THESE THINGS ARE FUN  
AND FUN IS GOOD.**

**DR SEUSS**