

# Summary of actions - Identity, culture and communication

Action	Activities	Agents
<p><b>10.1.</b></p> <p><i>Frameworks will be established for a project which will enhance AAU's identity and cohesion and form the basis of the University's communication activities. It must be made clear to everyone what we believe in, what we stand for and what we have to offer. A central aspect of the project is that it takes as its point of departure AAU's four distinctive features.</i></p>	Culture analysis (gap analysis)	<p><b>Overall responsibility:</b> Thorkild Ærø</p> <p><b>Decision-making authority</b> The Executive Management</p> <p><b>Executive responsibilities:</b> AAU Communication, the HR Department and communication units at the faculties</p> <p><b>Expert contributions/other involvement</b> Communication employees in AAU Communication and the Rector's Office, the HR department and communication units at the faculties, line management and school managements</p> <p><b>Implementation responsibility:</b> AAU Communication, the HR Department and the line management</p> <p><b>Follow-up Responsibility</b> The Executive Management</p>
	Communication strategy	
	Dissemination (core narrative and toolbox for all employees)	
	Communication Toolboxes I + II	
	Communication forum: A gathering of all members of staff at AAU involved in communication for an annual knowledge sharing and inspiration day. In addition, a workshop will be held which will focus on the application of the toolbox. This is for members of the communication forum for whom this is relevant.	
	Management development (initiative 11.3)	
	Image survey (coordinated with and supplemented by surveys conducted at the individual faculties)	
	Event (communication of the 'results' of the initiative)	