

**Workshop Institutional Communication. January 20th 2019. Universidad Central de las Villas (UCLV)**

As a result of the National International Rankings Workshop on January 20<sup>th</sup>, it was held the workshop Institutional Communication. In that workshop were discussed the following topics: the organization of processes and information for the positioning of the UCLV in the international rankings as well as the international projection of the University.

Internationalization representatives of the university participated in I and representatives of the university's communication department also attended it.

The partial results were:

- Creation of a working group to manage the information for the rankings.
- Preparation of lists of personalities and employers to consult for the ranking.
- Creation of the external website viewed from the UCLV
- Website creation with quick access. Decreased speed of 16 sec. 3 sec.



**Alina Montero** @AlinaMontero... · 19 ene. ▾

Se desarrolla en @UCLVCU Taller de Comunicación Institucional para analizar la proyección internacional de la imagen universitaria @CubaMES @osanamoleriop @jsaborido50 @RedFORINT



↻ 11

♡ 24

