FACULTY OF COMPUTING
SABARAGAMUWA UNIVERSITY OF SRI LANKA
PUBLICITY AND PUBLICATION COMMITTEE
TERMS OF REFERENCE

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1. Introduction

The Publicity & Publication Committee (PPC) of the Faculty of Computing, Sabaragamuwa University of Sri Lanka, is established to enhance the visibility, reputation, identity, and public engagement of the faculty through effective publicity, communication, content creation, and publication activities.

The Committee shall ensure that accurate, timely, relevant, and engaging information about the faculty's academic programmes, research, achievements, activities, events, staff, students, alumni, and other initiatives is communicated effectively to internal and external stakeholders.

2. Mission

To enhance the visibility, reputation, and public engagement of the Faculty of Computing by delivering accurate, timely, and engaging communication and publications that effectively showcase its academic, research, student, and community achievements to internal and external stakeholders.

3. Objectives

- Promote the Faculty's academic, research, innovation, student, alumni, and community-engagement activities.
- Ensure consistent and professional communication across faculty publicity and publication channels.
- Strengthen the public image and reputation of the faculty.
- Develop and maintain a coherent Faculty identity and communication style.
- Disseminate accurate and up-to-date information to relevant stakeholders.
- Coordinate the preparation and publication of faculty-level publications and publicity materials.

4. Responsibilities

- **Faculty Website and Digital Content Management**
  - Coordinate and oversee the content of the official Faculty website.
  - Ensure website information is accurate, current, relevant, and appropriately presented.
  - Coordinate with Departments and Faculty units to obtain and verify information for publishing.
  - Review website content periodically and recommend necessary improvements.

- **Social Media Content Management**
  - Coordinate the content and editorial activities of the faculty's official social media channels.
  - Prepare, review, and approve social media content in accordance with university policies and guidelines.
  - Publicize faculty activities, achievements, events, research, and other significant developments.
  - Ensure consistency in branding, language, tone, and presentation across social media platforms.
- **Overseeing Publications**
  - Coordinate and oversee the preparation, editing, and publication of faculty publications, including:
    - Student and academic handbooks.
    - Guidelines and manuals.
    - Newsletters and magazines.
    - Event publicity materials.
    - Promotional materials.
    - Other publications required by the faculty.
- **Content Creation and Editorial Review**
  - Coordinate the preparation of news, feature articles, announcements, interviews, success stories, and other publicity content.
  - Review and verify the accuracy, relevance, and appropriateness of content prior to publication.
  - Coordinate photography, videography, graphic design, and other multimedia requirements.
  - Maintain an organized repository of approved publicity and publication materials.
- **Branding and Public Image Promotion**
  - Promote consistent use of the faculty's approved identity, branding, terminology, and communication standards.
  - Recommend strategies to enhance the faculty's visibility, reputation, and public image.
  - Ensure publicity and publication activities comply with relevant University policies and guidelines.
- **Coordination with IT Service Unit (ITSU)**
  - Provide approved content for publishing on web and digital platforms while retaining responsibility for its accuracy and editorial quality.
  - Work closely with the ITSU for technical administration and maintenance of web and digital platforms.

5. Membership

The PPC will be comprised of:

- Chairperson (Academic staff member)
- Secretary (Academic staff member)
- A senior academic member (Professor/Senior lecturer)
- A representative from each department (Academic staff member)
- Content writers and reviewers (Academic/Academic support staff member)
- All members from the IT Service Unit (ITSU)

While the above member composition is mandatory, any additional committee members may be appointed as members agreed upon by the faculty board.

6. Member Appointments

All the appointments to the committee should be made by the dean of the faculty with the approval of the faculty board for a period of one year.

When a position becomes vacant, the chair or secretary of the PPC should immediately inform the Dean of the Faculty. A suitable appointment should then be made at the next Faculty Board meeting.

7. Meetings

The PPC will meet monthly to discuss and plan public relations activities. Special meetings may be called as required.

8. Reporting

The secretary of PPC will maintain minutes of each meeting. A summary report of its decisions and activities will be submitted to the faculty board.

9. Review

These Terms of Reference will be reviewed and updated periodically as needed.

10. Additional Considerations

The committee may establish subcommittees as required to focus on specific tasks. These committees shall work on adhoc basis to complete tasks assigned under the supervision of the PPC chairperson.

The committee will ensure compliance with the university's policies and guidelines regarding web and social media use.

These Terms of Reference are subject to change with the recommendation of the Faculty Board.