



Public Relations Committee Terms of Reference

Overview

The Public Relations Committee at the Faculty of Medicine and Health Sciences reports directly to the Dean. Its primary objective is to enhance the faculty's public image by promoting scientific achievements, supporting the organization of events that foster interaction and knowledge exchange between the faculty and the community, and strengthening internal communication among academic and administrative staff. The committee is also responsible for overseeing the creation and distribution of media content on the university's websites and social media channels.

Purpose

Enhancing the Faculty's Public Image: Highlighting the faculty's status and strengthening its positive presence within the academic community and the general public.

Promoting Scientific Achievements: Focusing on the faculty's research successes, academic programs, and initiatives.

Assisting in Organizing Events: Overseeing the organization of conferences, seminars, and workshops to foster interaction and knowledge exchange between the faculty and the community.

Strengthening Internal Communication: The committee organizes social events to enhance communication among colleagues within individual departments and across the faculty as a whole.

Community Engagement: The committee highlights global health-related observances, such as World Diabetes Day, by creating educational content and focusing on the events organized by students and staff for these occasions.

Supervising the Design and Production of Media Content: The committee oversees and monitors the production of video clips (reels) and posts aimed at informing the public about the faculty's activities, ensuring they are designed attractively by the Public Relations Department.



Scope

The Public Relations Committee directs its activities and services towards academic and administrative colleagues at the faculty, as well as the students of the faculty and the local community, through publications on the university and faculty websites and social media platforms.

Responsibilities

General Tasks and Responsibilities of the Committee

The committee's tasks and responsibilities involve organizing the documentation process for various faculty activities and events by preparing and designing media materials, as well as writing and publishing news related to these activities. Additionally, the committee is responsible for creating visual content and enhancing the faculty's image both internally and externally by promoting academic events and highlighting the faculty's achievements.

Tasks and Responsibilities of the Committee Chair

- Coordinating the efforts of the committee members and ensuring smooth workflow.
- Holding regular meetings to review previous activities and publications.
- Managing communication between members and ensuring the exchange of ideas and suggestions.
- Approving content for publication on social media and authorizing it for release.
- Developing and regularly updating the committee's plans and strategies.
- Evaluating the committee's performance and suggesting necessary improvements



Tasks and Responsibilities of the Members Representing the Departments as Media Coordinators for Academic Departments

- Each member represents their academic department and gathers information about events and activities (title, date, location, objective, and images) organized by the department, academic divisions, or students.
- They receive scientific news and information about published papers to ensure the completeness of the details, and obtain approval from the committee chair, who then forwards it to the Faculty's Research Department, which verifies the accuracy of the information and sends it to the university's Public Relations Department for publication.
- Analyzing news received from the department they represent and determining the appropriate publication channel (university website, faculty website, social media platforms) based on the content's importance, after consulting with committee members.
- Selecting a weekly topic in coordination with the department they represent to create a video in the form of visual content (Reel) lasting approximately one minute. Once approved by the committee, coordination with the Public Relations Department is made to schedule the filming.

Tasks and Responsibilities of Administrative Members

- Documenting the faculty's periodic achievements by department, based on published news.
- Communicating with the Public Relations Department to promote the department's achievements and ensure publication in the appropriate platform.

Membership

- Chair, Public Relations Committee
- Faculty members Representing FMHS Departments
- Administrative Staff



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Meetings

Meetings will be held monthly or as needed.

Confidentiality

All documents and files reviewed and prepared by members of the committee are confidential unless otherwise noted.

Contacts

Members	Names	Emails
Chair of Public Relations Committee	Dr. Wafiq Othman	wafiq.othman@najah.edu
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Administrative Member / Advisor to the University President for Public Relations	Mr. Ahmad Sarghali	Ahmad.sarghali@najah.edu
Administrative Member/ Committee Coordinator	Ms. Naheel Aqel	naheel.aqel@najah.edu
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