

Guidelines Governing the Establishment of Wenzao's Office of Public Relations

Approved at the Executive Meeting on
November 24, 2009

Approved at the University Affairs Meeting on
December 19, 2009

Ratified by the President on January 11, 2010

Article I. The Office of Public Relations (hereinafter referred to as the Office) was established to promote the public's understanding of the University and help it build a good relationship with the University and shape the University's overall image.

Article II. Staff members of the Office are as follows:

- I. The Office has 1 director who is appointed by the President and manages public relations.
- II. The Office may employ several non-teaching staff, who will assist in the promotion of affairs related to the Office.
- III. The Alumni Center may be established within the Office, and different sections may be added depending on business needs.

Article III. The duties of the Office are as follows:

- I. Promote information on the University, publish press releases, and manage the University's image and public relations.
- II. Contact and communicate with the press and media.
- III. Handle unexpected events and make public statements approved by the President.
- IV. Collect, organize, analyze, and reflect public opinions.
- V. Receive visiting guests.
- VI. Handle duties assigned by the Education Funding Council.
- VII. Contact and provide services to the alumni.
- VIII. Conduct the graduate employment survey.
- IX. Make contacts regarding public affairs.

Article IV. The Guidelines become effective after being approved at the Executive Meeting and the University Affairs Meeting, and ratified by the President. Amendments must follow the same procedure.