



PUBLIC COMMUNICATION AND COOPERATION STRATEGY OF “MIHAI VITEAZUL” NATIONAL INTELLIGENCE ACADEMY (ANIMV)

2025-2029

Background

Communication: ANIMV communicates institutionally through different channels and with different audiences and disseminates information about its role and activities in the public space, in a uniform and timely manner.

In communication with its students, the Academy utilizes existing information channels and identifies ways to standardize information of interest to them.

Cooperation: ANIMV benefits from research and educational resources at very good standards. Through the research structures, in particular, but also through the educational ones, ANIMV has always promoted the openness to the national and international academic environment. ANIMV already has experience in the field of internationalization, through the collaborations developed with other universities and research institutions, as well as through the European mobility provided to teachers and students at the master and doctoral level. These measures are aimed at ensuring the Academy's increased visibility and notoriety internationally.

Vision

Communication: Starting from the visual identity elements of ANIMV, we consolidate an image of the Academy as the only provider of intelligence education in Romania, characterized by the set of values that places it as an educational institution centered on excellence: Dare! Learn! Innovate!

Cooperation: We contribute to the development of a common strategic culture and a common understanding of transnational threats. This is possible alongside with the development of the international profile of the Academy and the promotion of projects leading to a common understanding of the different concepts in the field, thus to a certain degree of consensus on them. Our vision in cooperation with other entities is to bring together universities validated by international intelligence communities, to access, but also to provide knowledge, so that the Academy will strengthen its role as a major actor in intelligence education internationally as well. As a fundamental tool for increasing the quality of education and research, ANIMV appreciates internationalization as a fundamental element of growth. Through internationalization we aim to develop an educational process based on innovation in the field of security and intelligence studies. We will therefore support the process of internationalization to provide a framework and opportunities to facilitate access for university staff and students to competitive learning

resources, infrastructure and funding funds available at European and international level. The opening up of intelligence organizations to civil society, the strengthening of academic networks and associations have already created the prerequisites for the development of a reinforced knowledge *hub* that will allow the competitive modeling of the educational process, assuming an appropriate proportion between training and higher education and the development of research projects in competitive European consortia for innovation.

Objectives

Communication

- Adapting the communication tools to the specificities of the current generation;
- Public information in accordance with legal obligations;
- Promotion of the image of ANIMV in the national environment;
- Attracting collaborative opportunities for the development of educational and research programs.

Cooperation

- Capitalizing on academic partnerships with universities that run security and intelligence study programs on a European and international level, through knowledge transfer and innovation;
- Promoting academic and research projects in the international environment in order to attract cooperation opportunities on educational and research programs;
- Ensuring international mobility for students and academic staff by strengthening existing partnerships and initiating new partnerships with universities that provide competitive educational programs in the field of security and intelligence studies, as well as in complementary fields of study;
- Maintaining ANIMV at the forefront of research and academic debates in the field of security and intelligence studies at national and regional level, through the creation of European consortia and partnerships;
- Developing information channels in other international languages.

Principles

- **Transparency:** within the public communication, we transmit information about their status and training offer transparently, in line with national education legislation.
- **Public accountability, legality:** we act in accordance with national legislation in education to properly inform our beneficiaries and civil society.
- **Complexity:** the educational offer includes the full range of university training programs, within the bachelor and master, PhD and postdoctoral academic cycles.
- **Uniqueness:** we are a unique university space, because through the programs we offer, we are the only academic training institution that provides intelligence education for the entire national intelligence community.
- **Excellence:** we prepare the teaching process responsibly, provide a quality educational process and comply with the rules of academic ethics.
- **Dynamism:** we focus on intelligence education and encourage students to innovate.
- **Research concern:** we support research projects in the field of security and intelligence studies to strengthen a common intelligence and security strategic culture at European and trans-Atlantic level.
- **Openness:** we communicate transparently with the beneficiaries of our training and provide them with the necessary information for development.

Audience categories, tools, deliverables

Students and trainees. Students are the main beneficiary of training programs. We are interested in creating experiences and learning opportunities that help them develop and facilitate their integration into the organization.

Means of communication and cooperation: camps and convocations, educational fairs, events, student conferences, thematic competitions, publishing of brochures, guides, information manuals.

Petitioners. We are transparent in relation to the categories of audience that address us, we respond promptly to requests about our educational offer and we provide public information.

Means of communication and cooperation: providing information on the site, providing information at the *call center*, e-mail dedicated to the relationship with citizens, audiences, Doors Open events, brochures, guides, information manuals.

Alumni. We are interested in developing actions to connect, strengthen and capitalize on the Alumni communities.

Means of communication and cooperation: e-mail dedicated to the relationship with alumni, events, book launches, academic anniversaries, brochures, guides, information manuals.

Institutional partners. We leverage our partners' expertise to build a strategic intelligence culture at national level for academic development purposes. We attract opportunities for collaboration and development of educational technologies.

Means of communication and cooperation: dedicated e-mail, official correspondence, projects financed from European grants, publications, dedicated events, Doors Open events, training programs/courses, brochures, guides, information manuals.

National academic network. We take good practices from the relevant experience of other prestigious national universities. We leverage our academic expertise to build a strategic intelligence culture at national level.

Means of communication and cooperation: official correspondence, research platforms, projects funded from European grants, events, training programs/courses, brochures, guides, presentation manuals, publications, the website.

International academic network. We take good practices from the relevant experience of other prestigious international universities. We work to strengthen our role as intelligence knowledge provider and facilitator in common dialogue platforms. We are focused on providing support services for students, teachers and researchers in the international environment, at least in one international language.

Means of communication and cooperation: official correspondence, research platforms, projects funded from European grants, dedicated events, training programs/courses, brochures, guides, presentation manuals, publications, the website: www.animv.ro, EN variants and, in perspective, FR.