

Қазақстан Республикасы
Мәдениет және ақпарат министрлігі

«Құрманғазы атындағы Қазақ
ұлттық консерваториясы» РММ



RSU «Kurmangazy Kazakh National
Conservatory»

Ministry of Culture and Information of
the Republic of Kazakhstan

ҚЫЗМЕТ
ЕРЕЖЕ

PROVISION
ACTIVITIES

март 16, 2025

date

Алматы қ.

№ Ж-09-25

Almaty

Approved
By the decision of the Academic
Council RSU «Kurmangazy Kazakh
National Conservatory» of the
Ministry of Culture and Information
of the Republic of Kazakhstan
Chairman



G.K. Tasbergenova

№ 09 « 16 » март 2025

COMMUNICATIONS POLICY

Elaborated:			
Head of the Information Policy and Marketing Department		Zh. Safiyeva	<u>16.03.25</u>
Agreed:			
Vice-Rector for Academic Affairs	<u>885 -</u>	G. Abdrakhman	<u>16.03.25</u>
Head of the Project Office for Quality Management, Internal Audit, and Strategic Planning		A. Sarymsakova	<u>16.03.25</u>
Compliance officer		G. Jaguparova	<u>16.03.25</u>
Head of HR Department		G. Karabalayeva	<u>16.03.25</u>
Head of Legal Sector		J. Mamedova	<u>16.03.25</u>
Position	Caption	Name	Date

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1. GENERAL PROVISIONS

1. The Communications Policy of the Kurmangazy Kazakh National Conservatory (hereinafter – the Conservatory) defines the basic principles, directions and mechanisms of internal and external communication of the institution.

2. The policy is aimed at forming a positive image of the Conservatory, increasing its recognizability, effective interaction with the target audience and partners.

3. This document is binding on all Conservatory employees, as well as students and representatives involved in information activities.

4. The policy is developed in accordance with:

1) the Constitution of the Republic of Kazakhstan, legislative, other normative legal acts of the Republic of Kazakhstan in the field of education and science;

2) The Law of the Republic of Kazakhstan «On Mass Media»;

3) The Law of the Republic of Kazakhstan «On Culture»;

4) Law of the Republic of Kazakhstan «On Education»;

5) Statute of RSU «Kurmangazy Kazakh National Conservatory»;

6) Policy of internal quality assurance of RSU «Kurmangazy Kazakh National Conservatory»;

7) international standards ISO (International Organization for Standardization) in the field of quality management activities 9001:2015 «Quality Management Systems. Requirements»;

8) internal regulatory documents governing the Conservatory's activities in various areas of activity.

2. OBJECTIVES

5. The main objectives of the Policy are:

1) formation of a unified information space of the Conservatory;

2) increasing the openness and accessibility of information about the Conservatory's activities;

3) promotion of achievements of the faculty, students and graduates;

4) creating an effective system of interaction with the media, partners and the public;

5) protection of reputation and prevention of information risks.

3. BASIC PRINCIPLES OF COMMUNICATION

6. The main principles of communication are:

1) transparency – providing reliable and up-to-date information about the Conservatory's activities;

2) accessibility – providing free access to information for various audiences, including the media, students and partners;

3) professionalism – compliance of all communications with ethical norms and professional standards;

4) efficiency – timely response to requests and information occasions;

5) coherence – adherence to a uniform information style in publications and official communications.

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4. TYPES OF COMMUNICATIONS

7. This Policy governs internal and external types of communications.
8. Internal communications involve:
 - 1) notification of employees and students through internal channels (corporate mail, internal portal, announcements);
 - 2) interaction between structural divisions;
 - 3) corporate events and initiatives.
9. External communications involve:
 - 1) official website and pages in social networks;
 - 2) interaction with mass media (press releases, interviews, comments) is carried out through the Information Policy and Marketing Department, official comments are given only by authorized persons;
 - 3) participation in public and cultural events;
 - 4) direct communication with partners and sponsors.

5. COMMUNICATION MANAGEMENT

10. The Conservatory's Information Policy and Marketing Department is responsible for implementing the Communications Policy.
11. All official statements, publications, and comments on behalf of the Conservatory shall be coordinated with management.
12. In the event of crisis situations, a crisis communications plan approved by the Conservatory's leadership is used.
13. When organizing and conducting any events agreed upon and approved by the Conservatory's management, information about them must be provided to the Information Policy and Marketing Department for timely coverage on the Conservatory's website and social media.

6. REPUTATIONAL CRISES AND CRISIS COMMUNICATIONS

14. External reputational crisis – a situation that occurs outside the Conservatory, but has a negative impact on its image. This may include the dissemination of inaccurate or negative information about the Conservatory in the media and social networks, targeted reputational attacks, the emergence of conflict situations with external partners, and others.
15. A strategy for responding to a reputation crisis includes:
 - 1) operational monitoring and analysis of the situation;
 - 2) preparation of the official position of the Conservatory;
 - 3) control of information dissemination in the media field and social networks;
 - 4) development and implementation of reputation restoration measures.
16. External crisis communications are managed by the Information Policy and Marketing Department in conjunction with management.
17. In the event of a crisis, an operational media plan is developed that includes:
 - 1) analyzing the situation and assessing possible risks;
 - 2) preparation of an official commentary and press release;
 - 3) appointment of an official representative to interact with the media;

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4) monitoring publications and promptly responding to requests.

7. CONTROL AND RESPONSIBILITY

18. The Information Policy and Marketing Department is responsible for monitoring compliance with the Communications Policy.

19. Violation of the provisions of this Policy may entail disciplinary responsibility in accordance with the laws of the Republic of Kazakhstan and internal regulations of the Conservatory.

8. FINAL PROVISIONS

20. The present Regulation, as well as amendments and additions introduced into it are approved by the Chairman of the Academic Council of RSU «Kurmangazy Kazakh National Conservatory» and come into force after their approval.

21. Rules of the present Regulations are obligatory for execution and can be changed or supplemented in connection with change of normative documents, appearance of new additional functions not taken into account by the present Regulations.

22. Other issues arising in the implementation of the clauses of the Regulations shall be resolved in accordance with the Statute of the RSU «Kurmangazy Kazakh National Conservatory» or the current legislation of the Republic of Kazakhstan.

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CHANGE SHEET

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FAMILIARIZATION SHEET

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