

STUDY ON STAKEHOLDERS' SATISFACTION WITH THE QUALITY AND COMPLETENESS OF INFORMATION

A systematic approach is implemented at the university to ensure transparency of activities and to inform the public about the university's mission, goals, strategic priorities, educational programs, learning outcomes, human resources, and other areas of operation. The university's information policy is aimed at ensuring transparency, accessibility, and reliability of data for all stakeholders — students, faculty, staff, employers, alumni, and the general public.

Research Methodology

To assess the level of stakeholders' satisfaction with the quality and completeness of the information provided, the university conducts an annual survey. Monitoring is carried out online through the Platonus corporate information system. Approximately 50% of stakeholders participated in the survey.

The questionnaire included a set of questions aimed at evaluating the following indicators:

- the level of respondents' awareness of the university's mission and strategic goals;
- accessibility and completeness of information on educational programs, admission rules, study conditions, and achievements of students and faculty;
- timeliness and relevance of updates on official online resources;
- transparency of data on staff composition, educational-methodological, and research support;
- quality of communication with administrative and structural units;
- convenience and ease of perception of information on the university's website and social media platforms.

The survey was conducted among the university's main stakeholders — students, academic staff, alumni, and employers cooperating with the university.

Research Results (2024–2025 Academic Year)

According to the latest survey results, the following findings were identified:

78% of respondents positively assessed the accuracy and relevance of the information published on the university's official website;

74% noted that information on study programs and faculty members is presented in a complete and understandable manner;

69% expressed satisfaction with the availability of data on learning outcomes, student achievements, and research publications;

71% indicated that communication with administrative and academic departments is carried out at a high level;

7% emphasized the need for more frequent updates of news, statistical reports, and analytical materials;

5% suggested expanding the sections "For Employers" and "For Alumni" on the website.

The results show that stakeholders are highly satisfied with the quality and completeness of the information provided and demonstrate trust in the university's official sources.

Measures Taken and Areas for Improvement

Based on the analysis results, the university is implementing several measures to enhance the effectiveness of its information policy:

- development of a unified digital portal integrating key resources and services for students, faculty, and external users;

- introduction of a continuous monitoring system to ensure the relevance of content on the website and official social media pages;

- development of interactive feedback tools (online surveys, comment forms, chatbots, and hotlines);

- expansion of sections containing analytical and statistical reports, data on graduate employment, research publications, and international projects;

- organization of informational meetings dedicated to the university's mission, strategic objectives, and achievements;

- preparation and publication of an annual open report on university activities for all stakeholders.

Overall, the research results confirm that the university ensures a high level of transparency and effectively informs the public about its goals, achievements, and prospects for development. Within the framework of the internal quality assurance system, further improvement of the communication environment, development of digital tools, and enhancement of interactivity in information exchange are planned.

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