



Office of IQAC

Ref: SBV-IQAC/ Social media -subcommittee/ 12.9.2022

IQAC Subcommittee meeting on Social Media

Members present:

Dr. Padmavathy, MAPCOM I/C, VP Student affairs, MGMCRI

Dr. Jagan Mohan R, Dy. Director, C-DREaMS

Dr. Carounanidy Usha, Director-Accreditation, SBV

Date:

9th September 2022

Venue:

IQAC

Agenda:

Strategy to make the process of publicity through social media systematic and to effectively use the POSTLY app.

Discussions and points that emerged:

1. The deliberations started with the current modus operandi of e MAPCOM, the roles and responsibilities of other members
2. The following points emerged for further discussion and decision:
 - a. An event calendar must be created for MAPCOM, in which all the events will be entered.
 - b. There must be Institutional MAPCOM coordinators who will track the events; suggested that one of the IQAC institutional coordinators can assume this role.



- c. The coordinators must ensure that the documents related to the events before and after, such as the brochures event report form and photographs, are submitted to MAPCOM on time.
- d. Suggested that a SBV HUB account shall be created for MAPCOM and all documents shall be shared in it.
- e. Additional digital work shall be done by Printing section, assisted by the Alumni I/C and one of the IQAC office staff; later the management shall be convinced to have one dedicated Social media Manager.
- f. Role of the outsourced team, Inspira, to be discussed and to be sensitized on our expectations.
- g. Dr. Jagan suggested the purchase of another app "Marcopolo" for a wider reach of the posts sent to the social media.
- h. Also suggested the continued use of Mail Chimp for bulk mailing.
- i. An annual budget shall be submitted by Dr. Jagan to the management for the entire social media networking.

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Office of IQAC

Ref: SBV-IQAC/ Open House -subcommittee/ 12.9.2022

IQAC Subcommittee meeting on Open House

Members present:

- Dr. Kannan, Prof, General Surgery, MGMCRI
- Dr. Shanmuganathan, Principal, SOP, SBV
- Dr. Carounanidy Usha, Director-Accreditation, SBV

Date:

9th September 2022

Venue:

IQAC

Agenda:

Strategy to take the Open house system forward in a systematic manner with meaningful outcome

Discussions and points that emerged:

1. Dr. Usha briefed on the main objective which is to sensitize the school students on the availability of various programs in Health Sciences; to improve the admission to the Allied Health Sciences and the Biological Sciences programs at SBV. She also told the members about the maiden program that was done for the PSBB Millennium School.
2. The following were finalized after deliberations on the strategies to take the concept forward:



- a. Brochures/ pamphlets and prospectus (in Tamil and English) to be made available and circulated to the schools; the same shall be circulated to the parents from the school. The brochures must also contain the Alumni testimonials.
- b. To target the government schools in and around Pondicherry; especially those schools where the teachers have recently won the State awards.
- c. The target audience must be students in the 8th or 9th standards
- d. As first stage, a three member team (1 Associate Professor, 1 student and 1 alumnus to be identified; must include a management personnel as well) shall visit the schools and give a career counselling on all the Faculties of SBV.
- e. The second stage is campus tour for the students from schools who show further interest.
- f. Third stage is to invite the parents and the prospective students to the campus.
- g. Other idea to expose the school students to the campus: to rent the sports facilities for school functions; to start NEET Coaching centers in the campus; waiving-off fees for the sibling admissions.
- h. Suggested to start the next program with Krishnaswamy group of institutions

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