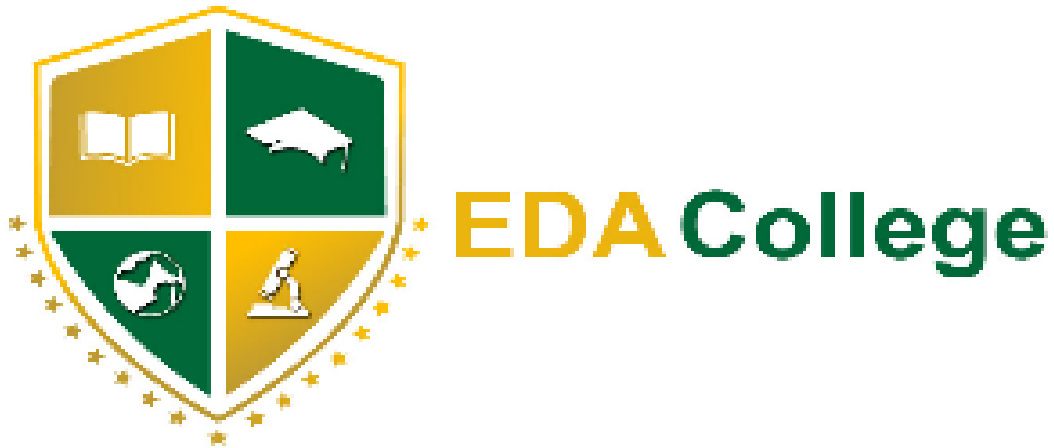


EDA College



Communications Policy and Procedures

Version Control

<i>Version</i>	<i>1.1</i>
<i>Approved by</i>	<i>Academic Board</i>
<i>Approval date</i>	<i>Dec 2024</i>
<i>Next review date</i>	<i>Dec 2025</i>
<i>Policy owner</i>	<i>Principal</i>

Contents

Introduction	3
Purpose	3
Policy Statement	3
Principles of Effective Communication at EDA.....	3
Communication modes and their range of application	4
Modes of Internal Communication at EDA	5
Face to Face Comm	5
Letters	5
Emails	5
Telephone.....	6
Memos and Notes.....	6
College Email Accounts	6
Academic Calendar	6
Student/Staff Handbooks.....	7
Posters/Notices	7
SharePoint and MS Teams.....	7
Student Files.....	8
Meetings	8
Photographs	8
Modes of External Communication at EDA.....	8
Facebook/Twitter	8
College Website.....	9
Advertisements	9
Open Days/Promotions.....	9
Newsletters	9
Appendix	10
EDA College - Student Letter Request Form.....	10

Introduction

Purpose

The EDA College understands the significance of maintaining effective communication lines with students, staff, partner institutions, regulatory bodies and the broader community. The purpose of the EDA Communication Policy and Procedures is to ensure consistent, regular and effective communication both internally and externally between members of staff, with current students, students' alumni, potential students and other stakeholders to enhance satisfaction and engagement with work, learning and overall environment of the College.

Policy Statement

Every staff member engages in some sort of communication within the organisation as well as outside it in one or the other way. It is essential that EDA College provides effective communication within and beyond in order to provide a good service to staff, students, directors, partners, regulators and other stakeholders.

All EDA staff are expected to:

- Demonstrate good communications with other work colleagues and students.
- Demonstrate a positive attitude towards work and colleagues.
- Make sure there are opportunities for feedback to be given, by staff and students, and be responsive (instead of being reactive) to it.
- Communicate well and be available for both colleagues and students to contact you, either by email or in person.
- Create clear and effective internal and external channels for staff and students.
- Enhance the EDA College profile and reputation through communication of its core values, mission and vision as stated in its strategic action plan.

Principles of Effective Communication at EDA

In order to build effective communication among all staff and towards students and other stakeholders following must be followed;

- All staff take responsibility for ensuring methods of communication are professional, ethical, honest, respectful and unambiguous
- Where possible short, simple and purposeful messages should be sent for communication among the team
- Appropriate training in communication methods should be given to all the staff and particularly this policy must be read to implement it
- Communication must not be anti-social, abusive or inappropriate in any form or kind.

Communication modes and their range of application

Mode of Communication	Stakeholders Engagement (L – Learners, PS – Potential Learners, A – Alumni, S – Staff, D – Directors, U – University Partners, R - Regulators, OS – other stakeholders, C – Contractors)							
	Personal and Individual	(relating to behaviour & Comm Complex Academic and	Reminders and	Calendar & Scheduled Activities	News	Invitations admissions	Strategic statutory, mission, policy,	Functional Departments
Internal Communication								
F2F Comm	L, PS, A, S, U, R, OS, C							S, D
Letter	L, A, S, U, C		L, PS, S, C					S, D
Phone Call	L, PS, S, U, R, OS, C		L, PS, S					S, D
Emails	L, PS, S, U, R, OS, C	L, PS, S, U, R, OS, C	L, PS, S, C	S, U	L, S, A	L, PS, S, U	L, S, U, R	S, D
EDAN – College SMS	L, S		L					S, D
Memos/Notes	L, S		L, A, S, C					S, D
Posters/Notices	L, PS, A, S, D, U, R, OS, C							
Meetings	L, S, PS, C	L, PS, A, S, D, U, R, OS, C					L, A, S, D, U, R, OS, C	S, D
Handbooks	L, S							
Moodle				L, S				
MS Office Forms		L, A, S,					L, A, S,	
Google Forms		L, A, S					L, A, S	
SharePoint		L, S, D					L, S, D	
MS Team		L, PS, A, S, D, U, R, OS, C					L, PS, A, S, D, U, R, OS, C	
HESA (tbc)								
Photographs	L, S				L, S			
External Communication								
Facebook					L, PS, A, S, OS	L, PS, A, S, OS		
Twitter					L, PS, A, S, OS	L, PS, A, S, OS		
Website		L, PS, A, S, D, U, R, OS, C		L, PS, A, S, D, U, R, OS, C	L, PS, A, S, D, U, R, OS, C		L, PS, A, S, D, U, R, OS, C	
Ads					L, PS, A, S, OS			
Newsletters					L, A, S, OS			
Other social media					L, PS, A, S, OS			

Modes of Internal Communication at EDA

EDA College internal modes of communication listed above are illustrated here for broader understanding of all concerned;

Face to Face Comm

- Face to face communication is an effective way of communicating and most communication can be dealt with this way.
- The EDA College has an '*open door policy*' which benefits both students and staff and allows the message to be conveyed and to receive a response.
- If the initial contact needs further reflection the appropriate process will take place.

Letters

- Letters are effective for communication on specific issues.
- There is a 'Letter Request Form' available in Reception, so students can request letters for various standard issues: opening a bank account, council tax exemption, etc.
- This is an effective way of dealing with student letters during busy times, such as at the beginning of term.
- The College Receptionist/Administrator is responsible for ensuring letters are typed, signed by one of the team Leads/Managers and the copies are saved/stored in student files before handing over the letters to the students or staff etc.
- If individual, rather than standard, letters are required, they should be provided by a member of Registry Team after due process of approval from the relevant team lead.

Emails

- Email is an effective way of sending simple messages that require a response, or to send general information to students (a time change for a class, for example, along with a notice in Reception). In order for emails to be effective they should be:
 - Short and to the point
 - Subject headings should contain key information and level of importance
 - The sender should be clear about whether they wish for a quick response
 - Only copy the message to relevant recipients.
- It is important that you view emails as being suitable to be seen by anybody and should, therefore, not contain personal or another information that can compromise confidentiality, personal respect and honour of any individual.
 - Information should not be open to misinterpretation and should clearly address the person/people receiving the message.
 - Email etiquette should be followed – for example, refrain from sending messages in

capital letters.

- Email tone should remain professional so some people might not find your message as joke or 'funny' or offensive.
- Avoid using unnecessary emojis, photos or images.
- Remember that emails are not always secure or confidential and the message you send may not remain private and others may see them.

Telephone

- Incoming telephone calls to the College are usually dealt with initially by the Receptionist or the Admin staff.
- Students are contacted by telephone if they fail to respond to email messages or if the message that needs to be relayed is sensitive or urgent and it is felt to be better made in person.

Memos and Notes

- Memos can be paper-based or electronic.
- Paper memos are given out with results or sometimes by the principal to lecturers.
- Electronic memos are sometimes sent out to students – either individually, or as a group – to relay small amounts of information quickly.
- Phone messages are sometimes taken by the Receptionist and left on the desk of members of the admin staff, or in the pigeonholes of lecturers.

College Email Accounts

- These have been covered previously in the 'email' section.
- All members of staff have College email accounts which should be used for college related purposes only. Using the student's name, or student number, they can easily find them on college database and be able to send emails to students and relevant teaching groups.
- Having College email accounts prevents users from using personal email addresses.
- A complaints procedure will be put in place if any member of staff, or student, receives inappropriate or abusive emails and email accounts can be blocked.
- When using the computer network, all users should be careful never to reveal their password to anyone as they are responsible for anything while using their user-id.
- The EDA College reserves the right to monitor the use of electronic mail and internet.

Academic Calendar

- The Academic Calendar is available to all staff and students online via college website and VLE.
- Updating the academic calendar is the responsibility of the Registry team in collaboration with Programme Leaders and Academic Manager.
- It must be approved by the Academic Manager and the Principal.

Student/Staff Handbooks

- Handbooks are available to staff and students on SharePoint and Moodle respectively.
- Handbooks are updated term-wise and responsibility of update is with relevant management leads.
- Handbooks are made available to staff and students on their induction day either printed on online via SharePoint or Moodle.
- A member of management staff takes the students or staff through these handbooks main sections for clarifying relevant policies and regulations but reading the complete handbook is the responsibility of relevant student or staff.

Posters/Notices

- There are notice-boards throughout the College, most notably in Reception area.
- They are normally used to display information of use to the students including timetables (although each student is emailed/ and can be given a paper copy to keep), information on student discounts or travel, updates about classes and telephone numbers they may need for student support, attendance, etc.
- Updated posters are approved by the Programme Leaders or Operations Lead and displayed by the Receptionist and Admin Officer.
- As these notice-boards are in public places, with lots of student traffic, they are designed to be eye-catching and give students useful advice.
- If there is an urgent message – for example, a lecturer suddenly taken ill and unable to teach – it will be on the College notice board and shared via emails.
- Students and staff should regularly log into college email and MS Teams for any news and updates whilst away from the College.

SharePoint and MS Teams

- SharePoint is a college intranet accessed by Microsoft Office 365 and is used by staff to upload items such as news/updates/handouts, presentations, assignment questions, lecture notes and more.
- The MS Teams is used of inter department and intra department meetings and communication frequently to save the time of all staff members working in person on campus or online from home.
- This cuts down use of paper and staff can look into the information vis SharePoint and MS Team access.
- All staff have the ability and access to place documents on SharePoint and MS Teams however students are given limited purpose-led access to the SharePoint and MS Teams when it is required.

Student Files

- Each student at the EDA College has a student file which holds copies of all relevant documents and information about students' engagement with the college.
- This includes attendance record, authorized absences, records of mitigating circumstances, records of academic performance, any relevant medical histories and any other correspondence between the college and the student.
- The files are maintained by the Registry team in the EDAN to help tracking of students' individual needs and response to them by the college.

Meetings

- Meetings are designed to meet the wide range of need for face-to-face discussions and these change to reflect the changing priorities and structures throughout the academic year.
- Meetings are held with various members of staff, student representatives and also outside agencies throughout the year.
- It is expected that staff will remain positive, respectful, contributing in meetings where they are invited to. The meeting secretary/invite will make the minutes of these meetings available to all participants and follow up for any actions expected to complete from the meeting members.

Photographs

- The student and staff engage in different events, workshops, external visits and they will be photographed on consent for an evidence, record and showcase purposes.
- The college will neither use these photographs for advertisements nor display on the college website without prior consent and permission of the relevant staff and students.
- Student/staff consent and permission form for photographs and their use for college promotions and website etc. will be a part of student/staff recruitment process and it will be duly referred to before using them in the college promotional activities.

Modes of External Communication at EDA

Modes of external communication at EDA College are described as below;

Facebook/Twitter

- The EDA College has Facebook and Twitter accounts, which all staff and students are encouraged to access for information updates about the college.
- These include any class changes, assignment deadlines, open days, college events, project, developments and other information.
- The designate staff are responsible for keeping the information relevant, authentic and current, and up to date.

College Website

- The EDA College is aware that many people's first experience of the college is through the website and, therefore, it is important that this is clear, easy to navigate and contains all essential information that prospective students may require.
- IT team and Academic Management are responsible for the website, with the approval from Principal in making the website updated, authentic, current and relevant.

Advertisements

- The advertisements are part of college promotional campaigns and a senior academic staff (authorized by Principal) is responsible for advertising.
- Advertisements contain information on programmes, courses and therefore they need to be clear, concise and relevant.

Open Days/Promotions

- Open days are also a major external source of communication for the college where potential students, their parents and relatives are expected to attend the college.
- All Open Days and Promotions are approved by Principal.
- These could include pop-up shops/business fairs/expos/open days and all other appropriate events.
- This is a good way to public the College and to communicate with interested parties.

Newsletters

- Newsletters are a good way to summarise events and publicise upcoming events/programmes and other scholarly activities happening the college.
- A designate team of management are responsible for designing and distribution.
- Newsletters would be emailed externally to appropriate recipients and uploaded/emailed internally to the relevant sections and/or persons.

Appendix

EDA College - Student Letter Request Form

Student Information

- Full Name: _____
- Student ID Number: _____
- Course Name: _____
- Email Address: _____
- Date of Request: _____

Type of Letter Requested

(Please select the type of letter you need by checking the appropriate box)

Student Status Letter

Council Tax Exemption Letter

Other (Please specify): _____

Reason for Request:

(Optional: Provide additional details about why you need the letter)

Preferred Delivery Method

Collect in person

Email to my address (specified above)

Signature and Declaration

I confirm that the information provided above is accurate and complete.

Signature: _____

Date: _____

Office Use Only

- Request Received by: _____
- Date Received: _____
- Processed by: _____
- Date Processed and delivered: _____

Note: Your request will be dealt with in 48 hours. Please contact registry@edacollege.co.uk for further queries.