

CASP026- COMMUNICATION POLICY

STATUS	<input checked="" type="checkbox"/> New Policy <input type="checkbox"/> Continuation of Existing Policy <input type="checkbox"/> Revised Policy
SCOPE	<input checked="" type="checkbox"/> All CAS <input type="checkbox"/> Some CAS (.....) <input type="checkbox"/> One CAS (.....)
TARGET AUDIENCE	<input checked="" type="checkbox"/> Staff: <input type="checkbox"/> All <input checked="" type="checkbox"/> Academic staff <input type="checkbox"/> Non-academic staff <input type="checkbox"/> Students: <input type="checkbox"/> All levels <input type="checkbox"/> UG <input type="checkbox"/> PG <input type="checkbox"/> All specialisations <input type="checkbox"/> Some (.....)

1 Rationale and Purpose

Communication plays a vital role in planning, structuring and executing the CAS organizational activities in academic, non-academic and administrative areas. Every member of the CAS understands the strategic role of effective communication in achieving the organizational strategic goals. Also, Communication plays a fundamental role in balancing individual and organizational objectives within the system.

The purpose of this policy is to create, establish and sustain the flow of relevant information across the internal and external spheres of operation within the CAS in a timely manner. The policy also safeguards the source of information, quality of messages and the effectiveness of communication channels through continuous monitoring and improvement.

2 Definitions

For the purpose of this policy, unless otherwise stated, the following definitions shall apply:

Barrier	Anything serving to obstruct the flow or understanding of message
Communication	Exchange of information over a secured channel in pursuit of achieving the organizational strategic goals.
Communication channel	Medium or carrier through which a message or group of messages are transmitted to its intended destination
Communication management	Managing the flow of information by validating and monitoring the source, channel, and the content.
Feedback	Response from the receiver of the message
Message	The verbal or non-verbal content of communication

3 Policy content and Principles

- 3.1 The relevance of communication and communication procedure is recognized as a significant agent of functional effectiveness inside the CAS system. The key purposes of communication procedures are to revamp the existing communication networks with higher levels of organizational effectiveness. The Communication policy ensures the involvement of vertical and horizontal functional hierarchies in the CAS communication system to enhance the quality of performance delivery.
- 3.2 Communication Management activities address the following responsibilities:
- a. Establishing an organizational communication network where information is delivered on secured and time bound manner
 - b. Identification of various communications needs according to the context of communication; includes internal and external contexts.
 - c. Initiate specific communication procedures and processes to ensure effective flow of communication.
 - d. A periodical review of communication flow is performed to determine the barriers and other system-wide difficulties or errors in communication processes.
- 3.3 CAS understand communication as a two-way interaction process that focuses, in addition to the information exchange, on the exchange of views so as to create an environment of mutual understanding between CAS system and their stakeholders.
- 3.4 In order to increase CAS organizational productivity, the communication flow shall be expedited through the use of modern communication technologies to improve its efficiency in responding to the needs of the diverse needs of stakeholders in a timely manner.
- 3.5 The communication flow shall be transparent and open, without breaching the set standards of privacy and confidentiality of information.
- 3.6 Internal Communication emphasises the internal communication context of the organisation. It is defined as the flow of communication among the participants within the organisational context. The participants include all staff and students,
- a. Disseminate information to all internal staff through suitable channels.
 - b. Listen to opinions so as to extend respect and offer transparency in communication within academic and non-academic community.
 - c. Inculcate a feeling of belongingness and passion towards working in the CAS team staying proud with the organizational achievements

Policy template

3.7 External Communication emphasizes the wider communication context of the organization. It is defined as the flow of communication between organization and its external environment. The external communication participants include mass media and all other relevant external stakeholders.

- a. Key objective is to establish and promote trustworthy relationship between CAS and its environment.
- b. External communication enhances the visibility, accessibility and accountability of information to all the stakeholders

4. Legislative Compliance

Though the CAS is required to manage its policy documentation within a legislative framework, there is no specific legislation directing this policy. The implementation of communication procedures in line with the policy guidelines should adhere to the standard rules and regulations as listed by the Ministry of Information and other relevant national statutory bodies.

5 Supporting Materials

- Flow Chart of organizational communication flow. Fig1

6 Appendices

- Appendix A: CAS Communication Procedures
- Appendix B: CAS Email Policy

7. **Approval Agency:** Board of Trustees

8. Approval Dates

This policy was originally approved on: []
This version was approved on: []
This version takes effect from: []
This policy will be reviewed by: []

9. **Policy Sponsor:** Director General of CAS

10. **Contact:** Directorate General of CAS