

## CASPP026- Communication Policy Procedures

### 1. Purpose

The aim of these procedures is to ensure the flow of data and information at all levels within the scope of the internal and external operations of the college, and to contribute to the dissemination of knowledge as well as using it to enable decision-making in a way that coincides with the vision and mission of the College.

### 2. Abbreviations/ Definitions

None.

### 3. Procedures

1. The college shall use the following channels as the main methods for internal communication among the staff and the students in the college:
  - Meetings (the College Council, academic departments, and the Students Advisory Council).
  - Email
  - Telephone
  - Printed materials
  - Colleges of Applied Science Academic Portal
  - Blackboard
  - The college internal network.
  - The correspondence system ASAS.
2. The college shall use the following methods as a secondary means of communication:
  - Grievances and Suggestion Box
  - The college accounts at social media.
  - The bulletin boards and the electronic LCDs.
3. The languages used in oral and written communications shall be Arabic and English with interpretation provided for those who do not speak the language of the meeting.
4. The Dean shall manage an effective communication system via:

- Receiving and classifying the correspondences and referring them to the concerned authorities after being approved by the official in charge.
  - Disclosing the information related to the colleges through the use of suitable means of communication and language channel in an effective way and in accordance with the structural organization.
  - Providing the policies, bylaws, activities, and brochures to secure efficient performance.
  - Ensuring information flow at all levels (ensure meetings are held to discuss related issues).
  - Provide opportunities for meetings with external stakeholders.
5. The heads of departments/centers shall activate communication among the members of the department/centers through:
- Holding periodic meetings with members of the department at least once a month, organized between academic departments and supporting departments by allocating one week of each month to each department/center.
  - Preparing minutes of the meetings and electronically dispatching them after being approved by the head of the department within one week from the date of the meeting.
  - Ensuring information flow from the senior management to the staff members using the appropriate communication and language channel.
6. The Public Relations and Media Department activates internal and external communication through:
- Planning and managing communication with stakeholders within and outside the college.
  - Managing reports and media coverage of events.
  - Managing lack of communication with stakeholders both inside and outside the college.
  - Managing social networking accounts effectively to facilitate internal communication and external dissemination of news related to student activities, and improve the image of the institution and open transparent channels for feedback from the academic and non-academic community.
  - Gathering local news on higher education activities and disseminating them in the media to ensure that news is available to all stakeholders.
  - Introducing announcements, decisions and activities of student groups via the social network websites to create a sense of belonging to the colleges' community.
7. The Registration and Admission Department shall manage the academic portal and text messages service.

8. The Learning Resources Centre shall activate internal communication through:
  - Assigning an email account for each staff member upon appointment and for students upon enrollment to the college.
  - Manage the Blackboard by providing the students and the academic faculty members with a username and password as well as training them on how to use it.
  - Uploading all policies, bylaws, rules, and others on the college website and updating them.
  - Managing the college website and ensuring its accuracy and for it being user friendly.
  - Providing each employee with a username and password to use the correspondence system (ASAS) and train them on how to use it.
9. The college academic faculty members, as well as academic support and administrative staff members shall be acquainted with the latest correspondences and, if necessary, attend the meetings. They shall practice good communication by committing themselves to:
  - Confirm that the receiver has received the message at the time it was sent.
  - Confirm receiving the message as soon as it arrives.
  - Include all manual and electronic correspondences of the main parts of the messages, including the subject, date, name, address, department, and other important information.
  - Insert the reference number and the follow-up party within the manual correspondences for documentation.
10. The Grievances and Suggestions Management Committee shall manage the Grievances and Suggestions Box. It shall classify and refer suggestions or grievances to the concerned departments and centers to act accordingly, and take the necessary steps and communicate them to the students through the bulletin boards.
11. The Quality Assurance Department shall ensure the quality of the communication system at the colleges, assess its efficiency, and examine the staff's and the students' satisfaction through appropriate satisfaction surveys.

#### 4. Supporting Materials

The Colleges of Applied Sciences Executive Bylaw



## 5. Approval Agency

The Board of Trustees.

## 6. Approval Dates

In relation to the revision and development of the current policy procedures of CAS's Bylaws, and the regulations and circulars, which govern the work of CAS, the following dates shall be observed:

These procedures were originally approved on: 18/ 10/ 2018

This version takes effect from: 18/ 10/ 2018

These procedures will be reviewed by: 18/ 10/ 2020

## 7. Procedures' Sponsor

The General Director of the Colleges of Applied Sciences.

## 8. Contact person/office

The Director of the Dean's Office.