



## Communication Policy

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## 1. Purpose

BITE considers communication within the organisation and with external agencies as fundamental for the effective functioning of the organisation and growth. BITE is committed to promote and open different channels of communication to the members of staff and students for the smooth functioning of the Institute.

This Policy outlines the responsibilities of all staff and students in maintaining good communication practice, the main communication channels available to staff and students and how they might be used to be effective.

## 2. Principles

The guiding principles of this Policy are:

- To ensure staff and students are fully informed of all relevant activity, to enable them to be as effective as possible in their role and to support the strategic direction of the organisation.
- To ensure all staff and students are aware of their responsibility for maintaining good communication practice.
- To provide easy access to essential, useful and engaging information for staff and students.
- To provide effective methods of communicating during a serious incident.

## 3. Responsibilities

This section details the responsibilities of all staff, and of particular groups, in communicating effectively within the organisation.

### **3.1 Senior management team**

- To ensure information is made available to all staff in a timely manner and via appropriate channels.
- To ensure managers have the relevant information available to communicate with their staff effectively.
- To maintain open channels of two-way communication and to listen to feedback and comment from all staff.

### **3.2 Associate Deans**

- To communicate regularly with their teams, preferably face to face, to ensure information is available and understood within the context of the department and working environment.
- To ensure they and their staff are maintaining good communication practice in accordance with this Policy.
- To maintain open channels of two-way communication, to listen to feedback and comment and to keep senior managers informed.

### **3.3 All staff**

- To ensure they are informed and have access to information in order to be as effective as possible in their role.
- To ensure they are maintaining good communication practice in accordance with this Policy.
- To use open channels of two-way communication to keep line managers and colleagues informed.
- To communicate with colleagues across the Institute where necessary.
- To communicate with students providing them with up to date information and any changes in the already conveyed information.

### **3.4 Head of IT department**

- To maintain this Policy.
- To ensure all the electronic forms of communication channels are up to date and capable of delivering information in time
- To upgrade IT infrastructure to support new forms of communication channels
- To offer guidance to any user of the information in maintaining good communication practice in accordance with this Policy and to use the information delivery equipment

### **3.5 Students**

- To keep their respective departments informed about their programme related needs.
- To keep management informed about any absences and providing reasons so that the Institute can keep track of the student.
- To keep their departments aware of any changes in their circumstances which would have some impact on their programme of study or their stay in the country

## **4 Categories of information**

### **4.1 General Information**

This is information that all staff /students will benefit from and can be generated by the management team. Such information may be news items, useful advice or notices of planned maintenance and is the responsibility of the Head of IT department to disseminate.

## **4.2 Departmental notices**

This is information that only a group of staff/students would benefit from and can be generated by any team within a particular department. Such information will usually involve notices of planned maintenance. It is the responsibility of individuals and their colleagues and Programme Managers to communicate this information effectively.

## **4.3 Serious incidents**

During a serious incident, the Health & Safety Manager will be responsible for all communication and will advise relevant staff should assistance in communicating be required.

## **5. Communication channels**

Here is a summary of the primary and secondary channels available to staff/students when communicating information in the above categories:

### **5.1 Primary channels**

#### **5.1.1 Face-to-face communication**

Communicating in person with colleagues/students is considered to be the most beneficial method of ensuring information and knowledge are shared. The conversational nature allows for greater understanding of the context of the message and encourages reflection, questioning and feedback. Announcement of any urgent and important information to students will be made in the classrooms so that students are encouraged to seek any clarification.

#### **5.1.2 Email**

Email is one of the most common methods of communicating within the Institute. Every member of staff and students has an BITE email account. This account will be used as the primary account for communication with staff. The generic format for

email account is Firstname@bite.ac.uk. To communicate with students using email either private or bite email will be used based on the student's preference.

### **5.1.3 BITE Website**

The BITE website contains news items, events and links to useful information for staff and students.

Staff and students are encouraged to use the website, whether on or off campus, in order to keep up-to-date with staff/ student-related information.

## **5.2 Secondary channels**

### **5.2.1 Notice boards**

There are many notice boards across the two buildings for displaying information for staff and students. As described above, they should arrange the use of notice boards so that information is advertised in a timely manner and, importantly, is removed when out of date.

### **5.2.2 Printed material**

Multimedia Department produces leaflets and useful information for students. Any member of staff wishing to produce any printed material is required to contact Multimedia Department to arrange the information in presentable form. Any cost incurred regarding the information will have to be approved by Finance Department.

### **5.2.3 Social media and external websites**

BITE has accounts on Facebook and Twitter which supplements the preferred list of channels with which to communicate with staff and students. However, these channels should only be used as secondary sources of information.