Student Communication Policy

Approving authority	Academic Committee
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Advisor	Registrar | Student Life registrar@griffith.edu.au
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Document URL	http://policies.griffith.edu.au/pdf/Student Communication Policy.pdf
Document Number	2020/2001063
Description	This policy outlines the principles and practices for reliable, timely, effective and efficient communication between the University, its future and current students and its graduates. One-to-one enquiry or transactional communications are the responsibility of individual business units or elements (including course-related communications between course convenors and their students).

Related documents

Griffith University Code of Conduct
Griffith University Privacy Plan
Student Charter
Equity, Diversity and Inclusion Policy
Schedule A: SMS for Current Students Guidelines
Schedule B: Broadcast Email for Current Students Guidelines
Schedule C: myOrientation Guidelines
Schedule D: myGriffith Guidelines
Surveying of Griffith Students and Staff Policy
Conflict of Interest Policy
Information Management Policy
Emergency Management Plan
Crisis Management Plan
Student Critical Incident Management Policy
Student Critical Incident Management Procedure
Student Wellbeing and Safety Policy
Student Wellbeing and Safety Procedures
Information Technology Code of Practice
Student Misconduct Policy
Student Academic Misconduct Policy
Academic Misconduct Policy - Higher Degree Research Candidates
Spam Act 2003
Griffith Brand
Griffith Writing and Editing Guide
Best Practice Examples (Accessibility Principles)
Virtual Learning Environment
Students with Disabilities Policy

[Context] [Scope] [Principles] [Responsible Officers and Approving Authorities] [Governance] [Records Management]

1. CONTEXT

The University is committed to ensuring that communication between the University and its students is reliable, relevant, timely, efficient and effective. Communications between the University and its students should enhance the student experience – enabling successful transmission of information, reducing duplication and minimising email.

2. SCOPE

This policy applies to all university wide, cohort and/or segmented audience communications, between the University and all prospective and current students and graduates or alumni.

One-to-one enquiry or transactional communications are the responsibility of individual business units or elements (including course-related communications between course convenors and their students). For example (but not limited to), advising:

- the outcome of an assessment application
- when a grade has been changed
- the outcome of a concern relating to academic integrity or issues of academic performance
- about exclusion and student misconduct.

3. PRINCIPLES

The University's communication strategy relies on **collaboration and forward planning** across all areas of the University to ensure:

- authenticity and accuracy of communication, through **continued curation and clear lines of responsibility for content**
- clear, engaging, accurate and effective content, through appropriate **application of *Brand Identity* and the *Griffith Writing and Editing Guide* to ensure brand consistency** (i.e. language, tone, look and feel) while taking appropriate account of diverse audiences
- efficient and timely distribution with consistent, clear and equitable access (see *Accessibility Principles*) through the **use of primary channels** (the *Virtual Learning Environment* for Academic, myGriffith for administrative), **supplemented where appropriate by secondary channels** suitable for message type, collaboration level and urgency
- targeted, student centered communication achieved through **audience profiling and segmentation**
- provision of **self-identified interest mechanisms, opt in or out provisions and unsubscribe options** for all non-compliance communications
- recognition of the stages of the student lifecycle, and that **student engagement and identity is primarily centred around program or discipline**
- continued improvement through **measurement and review**.

Communications may be oral or written and utilise telephone, digital and hardcopy channels or be face-to-face depending on the nature, timeliness, location, speed of delivery and audience for the communication.

4. RESPONSIBLE OFFICERS AND APPROVING AUTHORITIES

As the University's strategy is for planned communications with minimal impromptu instances, approvals will generally be sought and granted at the communications planning stage.

Emergency, crisis and student critical communications are covered by the following, related documents:

- Emergency Management Plan
- Crisis Management Plan
- Student Critical Incident Management Policy
- Student Critical Incident Management Procedure

Approval delegations for other communications are outlined below under the broad cohort groupings:

Audience	Senior Approving Officer	Delegated Approving Officer
Prospective students – defined as any prospective student up to the point of matriculation, or prospective HDR Candidate.	Deputy Director, Advancement	Vice President (Marketing and Communication)
	Vice President (Global)	Director, Griffith International
	Deputy Vice Chancellor (Research) – for HDR Candidates	Dean, Griffith Graduate Research School (for HDR Candidates)
	Group Pro Vice Chancellor	Delegated Dean
	Provost	Registrar
Current students – defined as any student from point of matriculation until graduation, voluntary discontinuation, cancellation or exclusion. Includes students deferred or on approved Leave of Absence (LOA), or HDR Candidate.	Provost	Registrar
		Director, Library and Learning Services
		Dean, Learning Futures
	Deputy Vice Chancellor (Research) – for HDR Candidates	Dean, Griffith Graduate Research School (for HDR Candidates)
	Group Pro Vice Chancellor	Dean, Learning and Teaching (see expanded information below, *under sub-section* 4.1)
	Chief Operating Officer	Director, Campus Life
		Chief Digital Officer
	Vice President (Global)	Director, Griffith International
Graduated or former students – defined as students graduated, voluntarily discontinued, cancelled or excluded.	Deputy Director, Advancement	Director, Development and Alumni
	Group Pro Vice Chancellor	Delegated Dean

4.1   Academic and Learning and Teaching Communications

The University recognises that communications between academics and students are at the core of a student's learning and teaching experience, and as such, the following approvals and aggregations apply to communications specifically related to learning engagement and cohort identity at program and Group level.

4.1.1   Aggregations

The process of careful and considered collation of communications to ensure, wherever practicable, individual messages may be combined to reduce the volume of communications (particularly emails) being sent to students.

4.1.2   Aggregator

The officer responsible for the appropriate aggregation of messages.

4.1.3   Approver

The senior officer responsible for authorising the release of communications.

Level	Aggregator	Approver
Group	Manager, Group Program Services	Dean (Learning &Teaching)
Program	Program Support Officer	Program Director
Course	Course Convenor	n/a

5.   GOVERNANCE

The following committees are responsible for oversight, monitoring, evaluation and reporting of student communications:

Audience	Governing Body	Supporting committees/working groups
Prospective, graduated and former students	Marketing, Recruitment and Communications Committee	

Current students	Academic Committee	Learning and Teaching Committee
		
		• Student Communication (Current Students) Steering Committee
		
		   o Student Communication (Current Students) Academic Learning and Teaching Sub Committee
		
		   o Student Communication (Current Students) Administration Working Group

		HDR Candidates specifically - Board of Graduate Research

6. RECORDS MANAGEMENT

Griffith University is obliged to comply with record management legislation. All staff are personally accountable for the correct management of documents and records (including electronic records) generated in the course of their duties or under their direct control. Staff and business units involved in communicating with students are responsible for complying with the University's *Information Management Policy*.