

# Student Communication Policy



## 1 Purpose

To establish principles for official communication with Students.

## 2 Scope

This policy applies to all official communications with Students by Employees, including past and future Students.

## 3 Policy Statement

The University recognises that communicating effectively is an integral component of the Student experience at the University.

The University recognises the need for multiple channels for communication in order to engage with diverse cohorts and/or communities for different purposes and situations.

The Student Communication Policy outlines the principles that must apply for communication by Employees with Students across the various channels.

## 4 Principles

The following principles apply to all Employees:

1. The University is committed to the provision of information relating to legislative requirements or entitlements, and information deemed beneficial or relevant to the Student experience.
2. The University undertakes to ensure Student communication is clear, timely, accurate, accessible, targeted, personalised, inclusive, and reflective of the brand and reputation of the University and in accordance with the University's Privacy Policy.
3. Student communications will be made using the relevant official University systems identified for each particular communication channel.
4. All Student communication will be managed in accordance with the Records and Information Management Policy and other relevant University policies and procedures.

5. The Pro Vice-Chancellor (Students), or nominee, will be responsible for Student communications not related to learning and teaching, except in emergent situations as directed by the Vice-Chancellor or the University Council.

## 5 References

Nil.

## 6 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

## 7 Policy Information

<b>Accountable Officer</b>	Pro Vice-Chancellor (Students)
<b>Responsible Officer</b>	Director (Student and Academic Support)
<b>Policy Type</b>	Executive Policy
<b>Policy Suite</b>	Student Communication Procedure
<b>Subordinate Schedules</b>	
<b>Approved Date</b>	19/2/2019
<b>Effective Date</b>	19/2/2019
<b>Review Date</b>	23/10/2018
<b>Relevant Legislation</b>	<a href="#">Higher Education Standards Framework (Threshold Standards) 2015</a> <a href="#">Information Privacy Act 2009</a> <a href="#">Public Records Act 2002</a> <a href="#">Records Governance Policy</a> <a href="#">Right to Information Act 2009</a> <a href="#">Spam Act 2003</a>
<b>Related Policies</b>	<a href="#">Acceptable use of ICT Resources Policy</a> <a href="#">Code of Conduct Policy</a>

	<p><a href="#">Handling Personal Student Information Policy and Procedure</a></p> <p><a href="#">ICT Information Management and Security Policy</a></p> <p><a href="#">Privacy Policy</a></p> <p><a href="#">Records and Information Management Policy</a></p> <p><a href="#">Student Expectations and Responsibilities Policy</a></p>
<b>Related Procedures</b>	<p><a href="#">Principles of Academic Employee Contactability and Availability Procedure</a></p> <p><a href="#">Use of Electronic Mail Procedure</a></p>
<b>Related forms, publications and websites</b>	<p><a href="#">USQ Brand Toolkit</a></p> <p><a href="#">USQ Style Guide</a></p>
<b>Definitions</b>	<p><b>Terms defined in the Definitions Dictionary</b></p> <p><a href="#">Council</a></p> <p>Council means the governing body, the University of Southern Queensland Council.</p> <p><a href="#">Employee</a></p> <p>A person employed by the University and whose conditions of employment are covered by the USQ Enterprise Agreement and includes persons employed on a continuing, fixed term or casual basis. Employees also include senior Employees whose conditions of employment are covered by a written agreement or contract with the University.</p> <p><a href="#">Student</a></p> <p>A person who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled.</p> <p><a href="#">University</a></p> <p>The term 'University' or 'USQ' means the University of Southern Queensland.</p> <p><b>Definitions that relate to this policy only</b></p>

<b>Keywords</b>	Communication, writing, email, correspondence, UMail, marketing, outbound, Notice
<b>Record No</b>	13/306PL