

Student Communication Policy

Approving authority	Academic Committee
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Advisor	Academic Registrar, Academic Administration academic-registrar@griffith.edu.au (07) 373 57334
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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.

Related documents

[Griffith University Code of Conduct](#)
[Griffith University Privacy Plan](#)
[Griffith University Social Media Guidelines](#)
[Student Charter](#)
[Equal Opportunity Policy](#)
[SMS for Current Students Guidelines](#)
[Conflict of Interest Policy](#)
[Records Management Policy](#)
[Emergency Management Plan](#)
[Crisis Management Plan](#)
[Student Critical Incident Management Policy](#)
[Student Critical Incident Management Procedure](#)
[Use of University Information Technology Resources Code of Practice](#)
[Student Misconduct Policy](#)
[Student Academic Misconduct Policy](#)
[Academic Misconduct Policy - Higher Degree Research Candidates](#)
[Spam Act 2003](#)
[Griffith Brand](#)
[Students with Disabilities Policy](#)

[\[Principles\]](#) [\[Scope\]](#) [\[Communication Principles and Content\]](#) [\[Audiences and Approving Authorities for Broadcast Communications\]](#) [\[Communication Channels\]](#) [\[Records Management\]](#)

1. PRINCIPLES

The University is committed to ensuring that communication between the University and students is reliable, timely, efficient and effective. Communication between the University and students should enhance the student experience and be two way. 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.

2. SCOPE

This policy applies to all forms of administrative communication between the University and its future and current students and graduates.

This policy does not apply to materials designed and used for teaching purposes.

3. COMMUNICATION PRINCIPLES AND CONTENT

All communications should be:

- Audience specific and appropriately segmented;
- Personalised, as the communication channel allows;
- Timely, based on content immediacy and point in the student lifecycle;
- Clear, concise, and limited in length, if written;
- Aware of other communications students may receive; and
- Sent via the most appropriate communication channel acknowledging the principles above.

Graphics or multimedia may be used to enhance written communications where appropriate, and with appropriate copyright.

It is the responsibility of the relevant owner author of the written communication to ensure that:

- The language used is simple, student friendly, and jargon free;
- The information included is accurate, professional and respectful;
- Accessibility requirements are met;
- The message provides a clear 'call to action', so that the student is aware of their responsibilities or obligations (where appropriate) and the appropriate person(s) to respond to;
- Appropriate feedback and measures are in place to effectively act on the feedback;
- The communication complies with University policies and procedures, including but not limited to, the *Griffith University Privacy Plan*, *Student Charter*, *Equal Opportunity Policy*, *University's Use of Information Technology Resources Code of Practice*, the *Griffith University Code of Conduct*, and the *Griffith University Social Media Guidelines*; and
- The communication complies with Commonwealth or State law or a policy or regulation, including privacy and spam legislation and third party provider codes of conduct such as with Queensland Tertiary Admission Centre (QTAC), University Admission Centre (UAC) and the Graduate Australian Medical School Admissions Test (GAMSAT).

Examples of acceptable purposes for these communications may include, but not be limited to:

- Academic (non-teaching) – including organisational and/or administrative information about courses, programs, professional events, Academic Group events/activities and relevant milestones to current students;
- Administrative (academic and general) – including information about offers, enrolment, fees, examinations and timetabling, academic standing, academic integrity, graduation, and general health and safety. These may require acknowledgement of receipt or recipient action;
- Emergency, critical incidents and security – including matters covered in the *Crisis Management Plan*, *Emergency Management Plan*, *Student Critical Incident Management Policy*, *Student Critical Incident Management Procedures* and *Information Technology Security*;
- Service and support – including information about service changes and outages, development opportunities, research participation, elections, committees, clubs and services and updates concerning the University's facilities;
- Social and general information – including information about events and activities on and off campus;

- Marketing and promotion – including materials used for recruitment activities specifically targeted at future students and alumni;
- Surveys and feedback – including external and internal surveys, and research studies participation.

4. AUDIENCES AND APPROVING AUTHORITIES FOR BROADCAST COMMUNICATIONS

Approval delegations for broadcast communications to identified audiences are outlined below. Broadcast communication channels include e-mail; SMS; Student Portal announcements; Griffith website; Learning Management System; social media.

Broadcast communication is information passed from one University staff member, business unit or student to a large group of students. *Broadcast communication* is distinguished from communication via other means by scale, and includes communications to the entire student body, or large cohorts of the student body.

Audience	Relevant Senior Approving Officer	Delegated Approving Officer	Nature of Communication
Future students – defined as any prospective student up to the point of offer.	Deputy Vice Chancellor (Engagement)	Director, Marketing and Communications	Social and general information Marketing and promotion Surveys and feedback
Current students – defined as any student from point of offer until graduation, voluntary discontinuation, cancellation or exclusion. Includes students deferred or on approved Leave of Absence (LOA).	Deputy Vice Chancellor (Academic) Senior Deputy Vice Chancellor (for HDR students)	Academic Registrar Dean, Griffith Graduate Research School (for HDR students)	Administrative (academic and general) Service and support Social and general information Marketing and promotion Surveys and feedback
	Vice President Corporate Services	Director Campus Life	Emergency, critical incidents and security Service and Support Social and General
	Vice President (Global)	Director, Griffith International	Emergency, critical incidents and security - specifically International Student Critical Incidents

	Vice President Corporate Services	Chief Digital Officer	Service and support Emergency, critical incidents and security – specifically Information Technology Security
Graduated or former students – defined as students graduated, voluntarily discontinued, cancelled or excluded.	Deputy Vice Chancellor (Engagement)	Director, Development and Alumni	Social and general information Marketing and promotion Surveys and feedback

4.1 Spam and identified interests

The Spam Act 2003 outlines requirements and responsibilities for institutions regarding sending of unsolicited commercial electronic messages. For the University this particularly pertains to marketing and promotional communications with future students. While communications with current, graduated and former students are exempted from regulation under the Act, the University will provide students with the opportunity to:

- Self-identify interest areas;
- Opt in or out of communications that are **not** academic or administrative in nature; and
- Unsubscribe from electronic communications relating to service and support, social and general information, and marketing and promotion.

5. COMMUNICATION CHANNELS

The University communicates with students through a range of channels.

Where a Commonwealth or State law or a policy or regulation of the University prescribes the manner in which certain correspondence must be sent, for example by letter, such a prescription is to take precedence over the provisions of this policy.

Students' responsibilities regarding communication with the University are outlined in the *Student Charter*.

5.1 Communication channel approving authorities

The following table indicates the person or business unit authorised to approve the use of various communication channels set out in these guidelines:

Communication Item	Authorised by
Printed mail	Business unit responsible for preparing the communication
Print-based publications	Business unit responsible for preparing the publication
Email – one to one	Business unit responsible for authoring the communication
Email – by segmented list	Business owner of the list
Email – broadcast	See 4. Audiences and Approving Authorities for Broadcast Communications

SMS – Future students and alumni	See 4. Audiences and Approving Authorities for Broadcast Communications
SMS – Current students –emergency and critical incidents	Vice President (Corporate Services)
SMS – Current students - notices of changes and cancellations	Academic Registrar or Director, Student Administration
SMS – Current students - reminders	Academic Registrar or Director, Student Administration
SMS – Current students - interventions	Relevant Group Dean (Learning and Teaching)
SMS – Current students – notices of academic performance	Academic Registrar or Director, Student Administration
SMS – Current students - service issues	Vice President (Corporate Services)
Student Portal announcements	Academic Registrar
Social media	Business unit responsible for preparing the newsletter
University website	Site owner/Content Coordinator for the specific part of the web site

6. COMMUNICATION CHANNELS

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 *Records Management Policy*.