

# Student Communication Procedure

## 1. Purpose and Scope

- 1.1 The Student Communication Procedure operationalises the Student Communication Policy
- 1.2 This procedure applies to all institute wide, cohort or individual communication between AIAT and all prospective and current students and graduates or alumni.

## 2. Definition

Refer to *Glossary of Terms*.

## 3. Procedure

- 3.1 All student communication should be:
  - 3.1.1 Student-centric: Communication takes a student perspective.
  - 3.1.2 Audience-specific: Communication is both targeted and tailored to the intended audience. Wherever possible, communication is personalised.
  - 3.1.3 Accurate: Information is correct and up to date. Students know that the source of information is authoritative and can depend on it.
  - 3.1.4 Respectful: Tone is polite, courteous and professional.
  - 3.1.5 In Plain English: Language is easily understood by a diverse audience.
  - 3.1.6 Concise: Information is limited to key points and action-oriented. Links are provided to more detailed information and follow-up.
  - 3.1.7 Timely and Responsive: Communication is aligned with the student life-cycle and based on content immediacy/relevance.
  - 3.1.8 Channel appropriate: Information is conveyed in the most appropriate manner and where possible, the student's preferred channel.
  - 3.1.9 Integrated: Information may compliment but not duplicate other sources.
- 3.2 Subject to the constraints of the communication channel used, all student communication should
  - 3.2.1 contain the date;
  - 3.2.2 contain the author's name and position title and/or the details of the responsible department;
  - 3.2.3 contain the contact details of the person to whom enquiries about the communication should be directed, if it is not the author;
  - 3.2.4 be consistent with AIAT policies and procedures;
  - 3.2.5 be appropriately retained in accordance with the AIAT's Records Management Policy.
- 3.3 Email

- 3.3.1 Email is a primary channel of communication with prospective and current students.
- 3.3.2 Official AIAT correspondence will be delivered to a current student's AIAT-issued email address or prospective students email address.
- 3.3.3 Staff must use AIAT-issued email account when communicating with current or prospective students.
- 3.3.4 Email communication to alumni and potential students must be approved by the CEO or Director: Marketing and is restricted to:
  - a. the engagement of Applications for admission to AIAT; and
  - b. outreach and engagement of AIAT alumni.
- 3.3.5 Email communication to all current students or a group of students regarding the matters below should be approved by the CEO, Head of Institute or Director:

Learning and Teaching:

  - a. important administrative and academic matters including application, enrolment, results, financial standing and graduation;
  - b. information to assist with the retention of students;
  - c. information about significant AIAT processes and key events on the AIAT academic calendar;
  - d. statements on important or strategic matters from the Board of Directors.
- 3.4 Course Directors, Subject Coordinators and Lecturers should use the LMS to communicate with current students, but may use email if necessary.
- 3.5 Subject to the constraints of the communication channel used, staff are expected to use AIAT-issued email account when communicating with current or prospective students or alumni.
- 3.6 AIAT will send hard-copy communication to students only where required by AIAT policy or external legislation, or where deemed business-critical by the CEO.
- 3.7 AIAT will send SMS to students only in the following circumstances:
  - 3.7.1 in crisis situations where a student's safety is deemed to be at risk;
  - 3.7.2 for immediate notification of last-minute class or exam cancellations and room changes;
  - 3.7.3 where a student's enrolment is at risk of cancellation;
  - 3.7.4 to inform students of administrative deadlines such as Last Day to Add Subjects and Census date;
  - 3.7.5 to inform students of urgent deadlines or information that relates to a work placement engagement;
  - 3.7.6 where the student has given express consent (for example, as part of a queue management system); and
  - 3.7.7 where deemed business-critical by the CEO.
- 3.8 Communications from third parties
  - 3.8.1 should be posted onto the LMS bulletin board if appropriate for all students;

- 3.8.2 can be emailed to a specific group of students if, in the lecturer’s professional judgement, it would be appropriate;
  - 3.8.3 cannot be distributed to all students, unless deemed relevant, suitable and of sufficient importance by the CEO.
- 3.9 Communications pertaining to third-party events, initiatives and activities will only be distributed to students if AIAT is a named sponsor or partner, is host, or only where deemed relevant and suitable by the CEO.
- 3.10 AIAT does not accept responsibility for communication not being received by students where such communication is sent:
- 3.10.1 via primary channels of communication; or
  - 3.10.2 to a prospective student’s email address; or
  - 3.10.3 as a physical letter to a student’s stated current address.

#### 4. Roles and responsibilities

- 4.1 All staff are responsible for communicating with prospective and current students or alumni, whether individually or in groups, by
- 4.1.1 ensuring that all information is student centric, audience specific, accurate and concise;
  - 4.1.2 utilising the appropriate channels;
  - 4.1.3 sending information in a timely manner; and
  - 4.1.4 ensuring information is written in plain English with a respectful tone.
- 4.2 Students
- 4.2.1 are required to check primary channels of communication regularly (at least weekly and on each week day during teaching and examination periods) and to respond in a timely manner where necessary.
  - 4.2.2 are responsible for ensuring that only they have access to secure communication accounts associated with them and provided by the University; this includes their student email, student portal and LMS accounts.
  - 4.2.3 requesting personal or academic information by email should do so via their student email address, as this shall be deemed to verify their identity.
  - 4.2.4 are required to maintain accurate and up-to-date contact details in the student management system, including their current physical address and next of kin/emergency contact details.

#### 5. Procedure Details

Institution	Australian Institute of Advanced Technologies (AIAT)
Procedure name	Student Communications Procedure
Procedure Reference No.	PROC – 55
Procedure Approval	Board of Directors

Procedure Authority	Executive Management Group
Responsible Officer	CEO
Governance Reference Threshold Standards	HESF 2021: 7.1.1, 7.2.1
Related Documents	Acceptable Use of ICT Policy Acceptable Use of ICT Procedure Records Management Policy Social Media Policy Social Media Procedure Student Communications Policy
Related Legislation	Commonwealth Higher Education Support Act 2003 (HESA) Commonwealth Education Services for Overseas Students Act 2000 (ESOS) Higher Education Standards Framework (Threshold Standards) 2021 (HESF) National Code of Practice for Providers of Education and Training to Overseas Students 2018
References	AIAT has referred and benchmarked with the following institutions and policies during the creation of this policy: Central Queensland University (2021) Student Communications Policy and Procedure La Trobe University (2017) Current Students Communications Policy University of Otago (2015) Student Communications Policy University of Southern Queensland (2019) Student Communication Procedure
Date of approval	31 March 2022
Review date	December 2024
Policy Category	Operational

## 6. Document Version Control

Document No	PROC - 55	Last Modify Date	Summary of Changes
Version No	1.0	NA	Initial version approved by Board of Directors
	1.01	31/3/2022	Fixed typos
Created Date	Feb 2022		