



## Student Communication Policy and Procedure

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<b>Related Documents</b>	Communication and Usage of Internet and Email Policy Communication and Usage of Internet and Email Procedure Discrimination, Bullying and Harassment Policy Discrimination, Bullying and Harassment Procedure Management of Personal Information Policy Management of Personal Information Procedure Records Management Policy Records Management Procedure Spam Act 2003 Student Complaint and Appeal Policy Student Complaint and Appeal Procedure

### 1. Purpose

The intent of this Policy and Procedure is to provide a framework for effective and timely communication and information between the Institute and current and prospective students

### 2. Principles

The guiding principle of this Policy and Procedure are:

- That communication between the Institute and current and prospective students is two way;
- Communications may be oral or written and utilise telephone, email, face-to-face or other digital or hardcopy channels;
- The Institute recognises the need for multiple channels for communication in order to engage with diverse cohorts and/or communities for different purposes and situations;
- The Institute is committed to the provision of information relating to legislative requirements or entitlements, and information deemed beneficial or relevant to the Student experience;
- The Institute undertakes to ensure student communication is clear, timely, accurate, accessible, targeted, personalised, respectful and inclusive, and in accordance with the Institute's policies and procedures.

### 3. Context

This Policy and Procedure has been developed to ensure that communication between the Institute and current and prospective students is reliable, timely, efficient and effective.

## 4. Scope

This Policy and Procedure applies to all communication between the Institute and current and prospective students.

## 5. Definitions

See the *AIH Glossary of Terms* for definitions.

## 6. Policy and Procedure Details

### 6.1 Audiences and Approving Authorities for Broadcast Communications

Approval delegations for broadcast communications (mass communications to an entire student body or large cohorts) are outlined in the table below:

<b>Audience</b>	<b>Type of Communication</b>	<b>Approving Authority</b>	<b>Delegated Approving Authority (if approving authority is absent)</b>
Prospective or future students	Social and general information	Manager Global Business Development	Head of Finance and Operations
	Marketing and promotional		
	Surveys and feedback		
Current students	General administrative (not related to non-payment of tuition fees)	Head of Student Engagement and Administration	Registrar or Executive Dean
	Academic administrative	Registrar or Assistant Dean	Executive Dean
	Social and general information	Head of Student Engagement and Administration	Registrar or Executive Dean
	Emergency, critical incidents and security	Registrar	Executive Dean
	Service and support	Head of Student Engagement and Administration	Registrar or Executive Dean
	Academic surveys and feedback	Registrar	Executive Dean
	Administrative surveys and feedback	Head of Student Engagement and Administration	Registrar or Executive Dean
	Marketing and promotional	Manager Global Business Development	Head of Finance and Operations
Alumni (graduates)	Social and general information	Manager Global Business Development or Head of Student Engagement and Administration	Head of Finance and Operations
	Surveys and feedback		
	Marketing and promotional	Manager Global Business Development	Head of Finance and Operations
	Graduation information	Head of Student Engagement and Administration	Registrar or Executive Dean

## 6.2 Spam

The **Spam Act 2003** outlines the requirements and responsibilities for institutions in relation to sending unsolicited commercial electronic messages to current and prospective students. For the Institute, this particularly pertains to marketing and promotional communications with prospective students. While current and alumni students are exempted from regulation under the Act, the Institute will provide students with the opportunity to opt-out of some communications.

Current and prospective students and alumni will be given the opportunity to opt-out of the following communications:

- Marketing and promotional;
- Social and general information.

Prospective students and alumni will also be given the opportunity to opt-out of communications relating to:

- Surveys and feedback.

## 6.3 Means of Communication

The primary and secondary mechanisms for communicating with current and prospective students and alumni are:

Audience	Primary mechanism for communication	Secondary mechanism for communication
Prospective or future students	<ul style="list-style-type: none"> <li>• The Institute's website</li> <li>• Personal email for prospective students who have submitted an application form or an enquiry</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures and flyers</li> <li>• Social media</li> <li>• Face to face</li> <li>• Telephone</li> <li>• Post</li> </ul>
Current students	<ul style="list-style-type: none"> <li>• Student email (issued by the Institute)</li> <li>• The Institute's Learning Management System (Moodle)</li> <li>• Important notices such as those relating to misconduct, academic progress and complaint or appeal outcomes will be sent to the student email and personal email</li> </ul>	<ul style="list-style-type: none"> <li>• Text messages to mobile devices</li> <li>• Personal email</li> <li>• Telephone</li> <li>• The Institute's website</li> <li>• Print materials</li> <li>• Social media</li> <li>• Face to face</li> <li>• Post</li> </ul>
Alumni (graduates)	<ul style="list-style-type: none"> <li>• Personal email</li> </ul>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• The Institute's website</li> <li>• Face to face</li> <li>• Social media</li> <li>• Post</li> </ul>

## 6.4 Student Email

The Institute will send communication to the Institute issued student email address as the primary email address once a student has enrolled and until the completion of their course.

It is the students' responsibility to check their student email address on a regular basis or forward the emails to their personal email account. Students will not be eligible for special consideration if they miss an important email due to not checking their student email account.

Students should refer to the **Communication and Usage of Internet and Email Policy** and associated Procedure for further information on the Institute issued student email address.

## 6.5 Records and Personal Information Management

Records and personal information will be managed in accordance with the **Records Management Policy** and associated Procedure and the **Management of Personal Information Policy** and associated Procedure.

## 6.6 Complaints and Appeals

Any complaint or appeal in relation to communications sent between the Institute and a current or prospective student must be made as prescribed in the **Student Complaint and Appeal Policy** and associated Procedure.

## 7. Version Control

This Policy and Procedure has been endorsed by the Australia Institute of Higher Education Board of Directors as at 4 August 2017 and is reviewed every 3 years. It is published and available on the Australian Institute of Higher Education website <http://www.aih.nsw.edu.au/> under 'Policies and Procedures'.

Change and Version Control				
Version	Authored by	Brief Description of the changes	Date Approved:	Effective Date:
2017.1	Registrar	New document	4 August 2017	7 August 2017