

## A'Sharqiyah University Policy

### UNIVERSITY COMMUNICATIONS POLICY

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<b>Policy name</b>	University Communications Policy		
<b>Policy number</b>	AD0006		
<b>Contact Person</b>	Director of Marketing and Public Relations		
<b>Approval Authority</b>	Board of Directors		
<b>Date first approved</b>	23 June 2019	<b>Last substantive review</b>	23 June 2019
<b>Policy Review Cycle</b>	One year	<b>Next review</b>	23 June 2020

### 1. Definitions

Terms / Abbreviations	Definition
ASU	A'Sharqiyah University
DMPR	Department of Marketing and Public relations (DMPR).
HR	Human Relations
VC	Vice Chancellor

### 2. Purpose

The purpose of this policy is to ensure that all University stakeholders are made aware of activities, decisions, and policies that are relevant to them in a timely manner and to invite feedback. The policy also aims to ensure that external communications are designed to illuminate the University's achievements. Projecting a positive image externally affects student and faculty recruitment and also influences research and consultancy funding. This policy further seeks to promote a climate of trust and transparency within the University.

### 3. Scope

The policy covers both internal and external communications.

### 4. Policy Statement

This communications policy is designed to support and promote the vision, mission and core values of A'Sharqiyah University.

The Vice Chancellor shall be responsible for communicating all relevant decisions to the University Community. Such decisions will cover important issues decided by the Board of Directors, Board of Trustees, University Academic Board and other decision-making committees in the University.

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Lines of communications throughout the University shall ideally follow the University organization structure. However, it is acknowledged that there may be exceptions to this rule for purposes of efficient execution of work.

All external communications and correspondence to government departments such as Ministry of Higher Education, Ministry of Manpower, Ministry of Agriculture, etc. addressed to Director General or above shall be channeled through the Office of Vice Chancellor. The Office of Vice Chancellor shall be responsible for all replies to such government departments.

All University staff shall have access to decisions made by the Vice Chancellor and committee minutes relevant to their line of duty. All staff shall have access to all University policies.

The languages of communications throughout the University shall be Arabic and English. Important documents for University staff and students shall be published in both languages.

All Chairs of Committees in the University shall always ensure that regular meetings take place in line with their approved Terms of Reference.

#### 5. **Key Stakeholders**

University staff, Students, Board of Trustees, Board of Directors, Government Departments

#### 6. **Procedures and Guidance**

All Chairs of committees in the University shall ensure that the agenda, minutes of the last meeting and relevant supporting papers for a committee meeting are circulated at least 7 days before the date of the meeting. Minutes of committee meetings shall be written and circulated within 7 days from the date of the meeting and shall seek feedback from those who attended the meeting within 7 days of circulation. After 14 days from the date of a committee meeting, minutes shall be placed on the University intranet. All University staff shall have read access to all minutes of committee meetings in the University.

All University policies prepared in English shall be translated into Arabic.

All external communications from the University shall be undertaken using a range of media including the University website, official social media, newspapers and the internet. Such media shall be used to communicate events such seminars, workshops, and commercial communications such as tenders, etc.

Each college and department in the University is responsible for ensuring all content of its communications is accurate. Communicating with external agencies is encouraged where this furthers the business interests of the University.

All communications shall be undertaken by the University in a manner that seeks to abide by all the regulations of government agencies.

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Every member of staff is responsible for communicating in manner that protects the reputation and interests of the University. Staff may find the books by Neil Thompson (2019) and Alison Theaker (2016) useful on what constitutes effective communications and public relations respectively.

All marketing materials and reports on University events shall be prepared by the department of marketing and public relations. However, it should be noted that relevant departments and colleges shall provide relevant input materials for preparation of marketing and promotional literature.

All University Departments and Colleges may publish their events externally through social media channels. However, communications with newspapers and related media agencies shall be handled exclusively by the Department of Marketing and Public Relations (DMPR).

All University Departments and Colleges shall check the accuracy of any information that is passed to the Department of Marketing and Public Relations (DMPR).

All adverts for tenders, programs, etc. that are communicated internally and externally shall be prepared by the Department of Marketing and Public Relations

The Human Resources Department is responsible for advertising all job vacancies and for communicating HR matters to all staff.

The Vice Chancellor is the only authorized individual to make public statements about the University and its affairs.

Where academic staff are contacted by the media with questions about topics such as education, research, accommodation, finances or other matters, such staff should direct these enquiries to the Department of Marketing and Public Relations or the Vice Chancellor's Office.

The University takes all precautions to protect the confidentiality of confidential and sensitive matters.

Documents that are marked as confidential must not be divulged to the general public or to unauthorized persons. All staff are expected to abide by the rules of confidentiality when they come across confidential materials and to uphold the principle of confidentiality in such cases.

Disciplinary action shall be taken against anyone who does not abide by the rules of confidentiality.

## **7. References**

Alison Theaker (2016), *The Public Relations Handbook*, 5<sup>th</sup> Edition, Routledge, Abingdon.

Neil Thompson (2019) *Effective Communications: A Guide for the People Professions*: Third edition, Red Globe Press, London

## **8. Revision History**

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Version	Author/ Reviewer	Revision(s) made and justification	Date
1	Director of Marketing and Public Relations	-	23 June 2019