



**Title: Communications Policy**

**Code:** GU-PL47COM

**Version:** 2.1

**Date of Issue:** 2023

**Effective Date:** July 2023

**Approval Authority:** Board of Trustees

**Document Owner:** University President

**Review:** The policy is subject to a periodic review every 4 years or in a shorter cycle as per amendments of regulations and policies



## 1. Purpose

The purpose of this policy is to ensure Gulf University's commitment towards fair, transparent, reliable, just and timely communication with and between staff, students and other University' constituents internally and with external stakeholders. It aims to ensure consistency with the quality standards, branding and reputation of the university, external stakeholder engagement and strategic positioning.

## 2. Scope

This policy applies to:

- all Colleges, Departments, Centers, Units, Offices (both Academic and Administrative), Councils, Committees and their communications at Gulf University.
- all academic and administrative staff and students at Gulf University.

## 3. Acronyms

<b>BQA</b>	Education and Training Quality Authority
<b>HEC</b>	Higher Education Council
<b>HOD</b>	Head of Department

## 4. Definitions

**Communication Channel:** Communication channel is a method/tool to communicate with stakeholders of the university.

**SMS Communication:** SMS stands for Short Message Service which is a communication sent to mobile phone and is also known as text message.

**Social Media:** Website and applications that enable users to create and share content and engage in networking for example, Facebook, Instagram, Twitter, YouTube, WhatsApp.

**Student:** A student is any individual who has completed the formal procedures necessary to register on a program offered by Gulf University.

**University Constituents:** University Constituents are Colleges, Departments, Centers, Units, Offices (both academic and administrative), Councils and Committees at Gulf University.

## **5. Policy Statement**

Gulf University is committed to promote transparent communication and share information in open environment. Clear and effective communication is essential for evidence based decision making. This policy ensures that all staff members and students are fully aware of the University’ policies, procedures, regulations, events, activities in timely manner. Gulf University encourages two-way communication and feedback for effective decision making. This policy articulates the formal communication channels to inform staff members and students about a diverse range of topics/issues/practices/events/activities with mutual respect and empathy. It further shows the commitment of the University in managing communication with regulatory bodies and other external stakeholders.

## **6. Policy Principles**

- 6.1 Gulf University ensures clear, transparent, fair, timely communication in hard and soft format with staff members, students and University’ constituents to achieve the strategic directions.
- 6.2 Gulf University commits for providing opportunities to management and staff members to share information and provide feedback through formal meetings, emails, resolutions, memos, reports, face to face meetings, website, intranet and social media announcements.
- 6.3 Gulf University ensures that students are well communicated about the events, activities, achievements, announcements, academic information related to enrolment, grades, class schedule, examinations schedule, attendance and graduation through emails, SMS, University’s website, bulletin boards, social media announcements, and meetings.
- 6.4 Gulf University ensures that all staff members are aware of their responsibility in maintaining effective communication for day to day operations, strategic issues, activities, events and institutional projects, aligned with appropriate reporting mechanism in the organizational hierarchy.
- 6.5 Gulf University commits for maintaining effective communication with external regulatory bodies, media and community at large and only authorized person/ senior management is responsible to access and disseminate such information.
- 6.6 Gulf University encourages freedom of speech within social media platform without compromising with the image and brand of the University.

6.7 Gulf University is committed to increase the University's reach and foster sustainable and long-term relationships internally and externally in and outside Bahrain.

## **7. Responsibilities**

### **Academic and Administrative staff are responsible for:**

- following this document appropriately.

### **Heads of Academic Departments are responsible for:**

- ensuring that all faculty members are fully informed of this document.
- ensuring appropriate implementation of this document.

### **Directors, Heads, and Managers of Centers, Units, and Departments are responsible for:**

- ensuring that all administrative staff members are fully informed of this document.
- ensuring appropriate implementation of this document.

### **Deans are responsible for:**

- ensuring that all faculty members follow this document.
- ensuring appropriate implementation of this document.

### **The Vice President for Academic Affairs is responsible for:**

- ensuring appropriate implementation of this document.

### **University Policy Development and Review Committee is responsible for:**

- systematic review of the effectiveness of this document.

## **8. Related Policies**

- Equal Opportunity Policy

## **9. Related Procedures**

- Equal Opportunity Procedures

## **10. Related References and Standards**

<b>BQA</b>	National Qualifications Framework Handbook
<b>BQA</b>	Programs-within-College Reviews Handbook
<b>HEC</b>	Institutional Accreditation Handbook