



Title: Internal Communication

Procedures

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Review: The procedures are subject to periodic reviews as per amendments
of Communication Policy

1. Purpose

The purpose of this document is to ensure Gulf University's commitment towards implementing Communication Policy for fair, transparent, timely communication with and between staff, students and other University constituents internally.

2. Scope

This document applies to:

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

3. Acronyms

A & R	Admission & Registration
BQA	Education and Training Quality Authority
HEC	Higher Education Council
HOD	Head of Department
IT	Information Technology
QADC	Quality Assurance and Development Center
SSU	Student Services Unit
TOR	Terms of Reference
CQAC	College Quality Assurance Committee
UQAC	University Quality Assurance Committee

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. Procedure Details

A. Communication with Students

1. IT shall create email id for each student and bulk mail id with access given to head of academic departments and administrative departments, dean of the colleges, COO, VP academic affairs and President of the University.
2. SSU shall send bulk email, SMS about events, activities and announcements to the students. SSU shall post the announcements and messages after getting approval from the line manager in case of critical matters. Head of SSU shall also manage formal email communication with students related to events, curricular and extra-curricular activities of the University. SSU shall send group text message in social media.
3. A & R Unit shall send formal email and text messages to the students regarding the dates of registration, payment of fees, class time table, examination schedule, academic performance and warning letter (in case of students at risk), warning letter for low attendance, notices related to awards and graduation.
4. Academic staff shall communicate with the students via formal email using GU email id for academic advising, academic matters including sharing information related to internship and graduation project. Academic staff shall also communicate with the students in Learning Management System by uploading course material, lecture and PPTs, course specification, research articles, assignment, case study etc. and by using Chat, Forum in the online platform.
5. Students shall communicate with the course instructor or provide feedback through email, messages, social media and on Learning Management System. Students shall apply for deferred assessment, appeal for assessment grade in the SIS; appeal for academic misconduct and shall submit to SSU. Students shall complete forms for grievance and complaint against administrative/support service/behavior or action taken by academic staff/peer and submit to SSU.
6. Students shall receive updated information about University practices, achievements, strategic issues, academic calendar, semester schedule, exam schedule, social and cultural events, activities, research and community engagement activities, training and professional development programs in the website.

7. University senior management and administrators shall send formal email to students for informing students about institutional priorities, achievements and any other important matter or regulations/practices/University decision etc.
8. Students shall receive resolution if nominated as member of University/college level committee/council from President's office/Dean and email notification to attend the meeting shall be sent to the student by the coordinator of the committee/council.
9. Student shall receive information about University strategic plan, organizational structure, policies and procedures, regulations, conduct, disciplinary action, student support services, resources and facilities serving program related academic and administrative matter in the induction session.
10. Students shall provide feedback through surveys namely, course evaluation survey, general satisfaction survey, exit survey, feedback survey on internship, graduation project, satisfaction on library services. Institutional Performance Measurement Office shall analyze the survey and result shall be sent to relevant heads of academic and administrative department/unit/center by the line manager for evidence based decision making.
11. University senior management shall conduct face to face meeting/ question-answer session with the students to address concerns of the students and to make them aware about the University initiatives and achievements. Academic staff/academic advisors shall communicate with the students in face to face meeting/office hours with prior appointment. Minutes of the formal meeting and notes on question-answer session are recorded and disseminated with the concerned staff for corrective action. Head of SSU and the officers in the unit shall meet students individually or in a group to discuss their concerns or initiative for any event. Student counselor shall communicate with the students in a private room in confidential manner.
12. Student shall receive communication in English and Arabic language. Students shall receive hard copy of Student Handbook, Registration details, Transcript, Study plan, certificate, equivalency form, letter of appreciation, warning letter, disciplinary action, fees receipt and other related academic matters. All the information shall be accessed in soft copy either in website or through email correspondence.
13. Student shall receive information about important events, activities, academic and examination schedule, achievements occasionally through bulletin boards in prominent places of the campus.

B. Communication with and between Staff

University staff shall have access to the following categories of information through email, website and SharePoint, meeting, memo, resolution, report and social media:

- GU Bylaws and wide range of policies and procedures
 - Governance and management
 - Strategic direction
 - Job description
 - Day to day function related information
 - University wide announcements and notices about events, activities and initiatives
 - Resources, infrastructure and facilities
 - Contingency action related information
1. All the staff shall have access to University wide policies, procedures, regulation, University profile, organizational structure, colleges and academic programs, program manual, Staff Handbook, research achievements, community engagement, Student Handbook, student activities and achievements, staff professional development activities via website.
 2. HR department shall maintain job description/job profile of academic and admin staff which shall be disseminated at the time of joining.
 3. Newly joined academic and administrative staff shall receive induction to familiarize with the University practices, policies and procedures, strategic plan, organizational structure, quality assurance practices, resources and facilities at different stages. All the staff shall attend the ongoing orientation sessions to ensure consistent implementation of GU policies and procedures, forms in academic and administrative matters. All the staff shall have access to intranet to know the policies, procedures, forms; ToR of University and college level committees and councils, University annual report; job description, Scope of Work of Unit/Center.
 4. IT shall create GU mail id for each staff member which shall be communicated after joining. Bulk mail id shall be created by the IT with access given to President, Vice President and other senior management, Head of academic and administrative unit/center/department.
 5. President's Office shall communicate with all staff through email in intranet to inform about resolution, memo, announcement, academic practices/regulations. President shall call for a face to face meeting with all

staff /head of the departments/dean of the colleges/ head of the administrative unit/center/department. President shall invite senior management to a face to face communication to discuss critical matters relating to managing the University. All the attendees of the meeting shall receive email with agenda at least one day prior unless there arises urgent critical issues.

6. Staff shall communicate with the peers and the line manager via University email and formally report to the immediate line manager within the lines of authority and responsibility. While communicating with any stakeholder (internal and external) staff/administrator shall keep the line manager and the colleagues in the same department/center/unit in the loop (email) if relevant.
7. Chair of the committees and councils shall send the meeting agenda at least 2 days before the meeting to the members. Members shall respond to the email sent mentioning the date, time and venue of the time. Coordinator of the committee/council shall prepare the minutes of meeting and shall share the minutes with all the members. Follow up actions shall be discussed in the next meeting. Chair of the committee/council shall report to the designated person as per the ToR.

University council, College council and Department council shall meet once in a month and discuss academic and administrative matters. University and College committees shall meet at least twice in a semester or as per the ToR. Minutes of all meetings shall be disseminated to concerned members to take necessary action. The coordinator of the committee shall prepare annual report reflecting effectiveness of the committee in implementing the roles and responsibilities.

8. Head of center/department/unit/college shall prepare operational plan aligned with strategic plan, 5 year roadmap, routine tasks, improvement plan etc. The operational plan and progress report shall be sent to the line manager for approval before sharing with senior management and the department staff for implementation.
9. Head of center/unit/department shall prepare annual report and shall be shared with University senior management after approved by line manager and shall upload it in SharePoint.
10. The line manager and the staff shall have the opportunity to provide feedback to finalize any report before it is available in SharePoint. Any report or data to be sent to regulatory body or external person/ external stakeholder shall be reviewed and approved by the line manager.
11. University management and administrators shall communicate with the colleagues in face to face meeting and encourage two way communication for participative decision making.
12. Staff Development Office shall conduct orientation sessions for the staff for systematic and consistent implementation of GU policies and procedures. The head of the office shall prepare training plan and shall

- send the email invitation to the staff to attend such sessions at least 2 days prior to the event.
13. Senior management shall have the right to send email for any information and call for face to face communication to discuss about academic/nonacademic issues to the staff directly and copying to the line manager.
 14. Staff shall provide feedback through faculty satisfaction survey, staff satisfaction survey, internship and graduation project feedback survey and any other adhoc survey, training need form. Institutional Performance Measurement Office shall analyze the survey results and once approved by the line manager the report shall be sent to the academic and administrative department/unit.
 15. Institutional performance Measurement Office shall receive the student data from A & R unit and MOODLE database after the end of each semester. This office shall prepare student cohort analysis, course evaluation survey analysis, exit survey analysis and the LabStats report. Once approved by the line manager, the reports shall be sent to the relevant head of academic and administrative units/department.

C. Cross Communication between Departments, Units, Centers and Committees

1. Academic and administrative staff shall maintain cross communication between centers, units and departments to ensure transparency and to receive input for evaluation and development in academic and administrative functions.
2. CQAC shall receive feedback from the college level committees in areas of teaching, learning, assessment, research, program review and development, community engagement etc. and chair of CQAC shall discuss the concerns and areas of improvements in UQAC meeting. Similar interaction and dissemination of information shall be carried on between UQAC and other university level committees of Admission, Teaching and Learning, Research, Community engagement, Business Continuity etc. to identify the gap in the existing process and provide suggestions/propose measures for continuous enhancement.
3. Chair of committees at college and university level shall share the annual performance report of the committees to the director of QADC. Head of academic and administrative department/unit/center shall also share the annual report of the respective university constituent once approved by line manager.

6. Responsibilities

Staff and Students are responsible for:

- following this document appropriately

HODs and Managers are responsible for:

- following this document appropriately

Deans are responsible for:

- following this document appropriately

Academic And Administrative Departments are responsible for:

- appropriate implementation of this document

QADC is responsible for:

- appropriate implementation of this document.

Chief Operations Officer is responsible for:

- appropriate implementation of this document

Vice President for Academic Affairs is responsible for:

- appropriate implementation of this document

President is responsible for:

- appropriate implementation of this document

University Policy Development and Review Committee is responsible for:

- systematic review of the effectiveness of this document.

7. Related Policies

- all academic and administrative policies of GU

8. Related Procedures

- all academic and administrative procedures of GU

9. Related References and Standards

BQA	National Qualifications Framework Handbook
BQA	Programs-within-College Reviews Handbook
MoL	Ministry of Labor