

STUDENT COMMUNICATION POLICY

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POLICY HISTORY

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I. PURPOSE

British University Vietnam (BUV) is committed to providing an excellent learning experience for all students and this includes high standards of academic and pastoral support. BUV provides a range of individual consultations, workshops, and programmes to help students identify and develop the academic skills they need for success in their studies as well as promoting effective and timely communication and information between the University and students to support student success.

II. SCOPE

The policy applies for undergraduate students who study at British University Vietnam (BUV).

III. COMMUNICATION FRAMEWORK

3.1. Key aims and principles

The objective of the Student Communication Policy is to provide a communication framework that enables the University to effectively communicate essential and useful information to its students, including defining appropriate communication channels and describing the types of communication each of the channels can be used for.

To achieve this objective, the Student Communication Policy has identified three principles to guide student communications:

- Consistency: Use of communication channels consistently based on the type of message
- Consolidation: Aggregate messages using communication channels such as websites, portals and newsletters
- Simplification: Make it easy for students to find what they need

3.2. Communication Channels

The University uses a variety of tools, including, but not limited to:

Primary communication	Secondary communication channels
<ul style="list-style-type: none"> • Email • Written documents • Canvas and other approved Learning Management Systems • The BUV website 	<ul style="list-style-type: none"> • Telephone • Text (mobile phone short message service) • Social media (official University and Department Facebook pages, Twitter accounts, etc.) • Printed promotional materials • Noticeboards • Digital signage • Emergency Broadcast System • In-person notice in classes

3.3. Communication Categories

Communication categories are as follows:

- i. Learning and teaching communications (mainly from Academic and Student Operations department and faculty members).
- ii. Communications relating to administrative processes and support services; e.g. enrolment, and final examination results, health and disability support information (mainly from central services such as Central Academic Information Services).
- iii. Serious incident communications; e.g. relating to a natural disaster or to a critical incident involving an individual student or students.
- iv. Service communications to individuals; i.e. where a support service needs to contact an individual student.
- v. General communications on matters of interest to the student body, not related to their academic study and possibly with a social element.

The table below is intended to assist staff through indicating appropriate communication channels for each communication category:

	(i) Learning Teaching	(ii) Administration & Support	(iii) Serious Incident	(iv) Comm- unications to Individuals	(v) General Interest
Email	X	X	X	X	
Canvas	X	X			X
University website		X	X		X
Telephone		X	X	X	
Text	X	X	X	X	X
University social media (e.g. BUV Facebook)		X	X		X
Department social media (e.g. BUV Wellbeing Facebook)	X	X			X
Printed materials	X	X			X
Noticeboards	X	X			X
Digital signage	X	X	X		X
Emergency Broadcast System			X		

- i. Any specific communication should be made through an appropriate channel or channels but need not necessarily be made through all appropriate channels as shown in the table above.
- ii. In choosing appropriate communication channels, primary channels (which students are expected to monitor regularly) should be used for essential communication, and should normally be considered before other communication.
- iii. Very significant communications may be made via a printed letter to a student's provided physical address. This may also be supported by emailing a scanned copy of the letter to the student's University-provided email address.

- iv. Email communication should be directed to University-provided student email addresses. However, where, as regards a certain matter, a student has:
 - o initiated an email exchange from a non-student email address; or
 - o provided a non-student email address for a specific purpose (e.g. a scholarship application); or
 - o replied to a University email from a non-student email address,it is acceptable to use that email address in relation to that matter as long as the official email address is also included in the response. Personal and academic information relating to a student being liaised with should never be provided to a non-student email address unless the student in question has otherwise verified their identity.
- v. Canvas-based communications that are not 'time-critical'/urgent will not necessarily be communicated immediately and may be conveyed through appropriate reminder messages.
- vi. Social media should be used sparingly for communication relating to a student's academic experience, in light of students' use of that media in the personal and social side of their lives, and the University's legislative responsibilities for record keeping (there is difficulty associated with retaining information in that format for any length of time).

3.4. Responsibilities

4.4.1. Departmental Responsibilities and Authority

- Academic and Student Operations are responsible for:
 - o learning and teaching communications with their students;
 - o operational communications related to their students' working environment and the departmental administration of their courses, including communication of arrangements on days

- affected by adverse weather conditions (e.g. storms, heavy rain, flooding).
- o authorising general information communications to be conveyed to students through email communication;
- o serious incident communications involving individual students.
- Communications staff, acting as the Emergency Communications Team, are responsible for communications during a State of Campus Emergency, with the exception of announcements from the Vice-Chancellor or delegate.
- Staff members and units delivering specific services are responsible for:
 - o communicating with students, individually and in groups, on processes and information relating to their specific service;
 - o communicating on an individual basis with students who are engaged with their service.

4.4.2. Student Responsibilities

- Students are required to check primary channels of communication regularly (at least daily during teaching and examination periods) and to respond in a timely manner where necessary.
- Students are responsible to be aware of all communications sent from the University to their BUV mailbox. Under no circumstance that the University is responsible for students' ignorance of the communications due to not accessing BUV mailbox.
- Students 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 and student portal.
- Students requesting personal or academic information by email should preferably do so via their student email address, as this shall be deemed to verify their identity.

- If a student responds to a staff email from an email address other than a University-assigned address, or provides an alternative email address for a specific purpose, they are required to reasonably monitor that email address for related University communications in addition to monitoring their student email address as per clause 4.4.2(a) above.
- The University does not accept responsibility for communications not being received by students where such communications are sent:
 - o via primary channels of communication; or
 - o to a student-provided alternative email address; or
 - o as a physical letter to a student’s stated current address.
- Students are required to maintain accurate and up-to-date contact details including their current physical address and next of kin/emergency contact details. Students will be responsible for interruption in communications between the University and students due to inaccurate and not up-to-date contact detail.
- Students should use email as the main and formal communication channel with the University for record and appropriate follow-up actions

IV. RELATED POLICIES, PROCEDURES AND DOCUMENTS

1	Canvas Term of Use
2	Social media policy
4	Emergency Procedures
5	Student Psychological Counselling Procedure
6	ICT Email policy
7	Academic Recovery Panel Procedure
8	Student At Risk Procedure