



# Communications Policy

## INTRODUCTION

UKCE recognises that a real dialogue between the UK College of Business and Computing (UKCBC), UKCE managers and staff, students, group leaders and associated persons in every area is vital, and achieving this goal presents challenges. It is the College's aim to implement, maintain and monitor the following communication channels to ensure that information is reached in a timely manner.

## COMMUNICATION CHANNELS

Communication is characterised by (1) primary and (2) secondary channels.

### 1) Primary Channels

#### Face-to-face Communication

UKCE considers face-to-face communication to be the most beneficial method of ensuring information and knowledge is shared. All staff, students, visitors, and associated persons may informally communicate with management on a daily basis to immediately address issues of concern. The conversational nature allows for direct understanding, questioning and feedback. The Academic Team and Sales and Marketing team share an office. As a result, this allows the above mentioned to communicate easily and to ensure concerns are dealt with in a timely manner.

#### Weekly Staff Meetings

Weekly non-academic staff meetings are held every Tuesday at 10:00. Sales meetings with sales staff are held every Thursday at 10:00, and Teacher meetings with the Academic Team are held every Wednesdays at 15.00. Meetings are held to share information, discuss future arrangements and pool ideas for improving the way in which the college operates. The minutes of all meetings are recorded, filed and distributed via email to all staff.

#### Management Board Meetings

In principle the Chief Executive visits the head office, UKCBC, and has meetings with the Management Board once a quarter. In addition, Management Board meetings are held at UKCBC on an annual basis where minutes of meetings are recorded, signed and distributed via email to all those involved.

#### Email

Email is one of the most common methods of communicating within the College. Every full-time staff member has a UKCE email account. This account is used as the primary source for communication between staff, students and associated persons.



## Slack

UKCE uses slack as one of the main methods of communication between members of staff.

## Phone

Each staff member that occupies an office will have their own phone and extension number. In the event a staff member needs to speak to someone internally in another office they can ring them on their extension number. The UKCBC extension numbers are also available to call if staff need to contact another department within UKCBC.

## UKCE Website

The UKCE website contains news items, events and links to useful information for students both current and prospective and any associated persons.

## Freshdesk

It is the software used by UKCE to communicate with prospects. Its omnichannel platform integrates with Instagram, WhatsApp, and Facebook. It also includes a chat function, which is the primary method of communication with leads on the website.

## 2) Secondary Channels

### Posters

There are information posters for students in every classroom. Additional posters can also be found around the building. In addition, there is a display on the 1<sup>st</sup> floor identifying all UKCE staff with each staff member's name and photo should students or associated persons require assistance from a specific employee.

### Social media and external websites

UKCE has accounts on Facebook, Twitter, Instagram and a YouTube channel which supplements the preferred list of networks with which to communicate with staff, students and any interested persons. UKCE social media contains news items, past and upcoming events as well as links to useful information about the College.



### Committee Structure (meetings):

- **UKCBC Management Board Meeting** – UKCE will be represented by the Chief Executive.
- **Sales and Marketing Meeting** – Chaired every Thursday by the Head of Business Development to discuss new business opportunities, sales etc.
- **Weekly Staff Meeting** – Held every Tuesday to discuss new courses, changes in procedures, any potential issues, etc.
- **Teachers Meeting** – Chaired every Tuesday by the Head of Academic Delivery to discuss classes, courses, and any other academic issues. A member of the Sales team will join this meeting every other week to provide updates on numbers and revenue.
- **Safeguarding & Welfare Meeting** – Chaired by the Designated Safeguarding Lead once a quarter to discuss safeguarding and welfare issues and policy updates.
- **Annual Strategic Meeting** – Chaired once a year by the Chief Executive to discuss and review the strategy for UKCE for the following year.

Minutes and/or action points should be taken and circulated for all the meetings. These committees will deal with respective areas, discussing related issues and concerns and prepare action plans, as a part of the formal minutes taken.

*Review date: 17<sup>th</sup> June 2023*

*Reviewed annually or more often as required.*