COMMUNICATION POLICY

1. Policy Title - Communication Policy

2. Policy Number - DU-AD-002-V1

3. Effective Date – 15\textsuperscript{th} April 2013

4. Next Review Due – Spring 2013-14

5. Purpose

DU recognizes the importance of communication services and believes that its communication tools should effectively enhance awareness and understanding of policies, events, issues and activities by staff members and students. In addition, it is of vital importance to have a clear policy on the language of communication between different stakeholders of the University.

6. Scope of Application

The policy applies to all internal and external communications between various stakeholders of the University.

7. Policy Statement

Provide numerous channels of communication, which include a blend of traditional and modern IT-based channels, for effective and speedy communication; ensure that the language of communication with different stakeholders is clearly defined.

8. Procedure

8.1. Communication Tools

Traditional tools include: staff meetings, notice boards, DU documents, seminars, workshops, orientation programs, addresses by DU officials and communication through Academic Advisors and Course Tutors. IT-based tools include: telecommunication systems, intranet network using outlook, Student Information System (SIS), DU website and Electronic Display Screens.

8.1.1. Channels of communication between staff/University and students:

This includes but is not restricted to: Telecommunication systems, e-
mail System, SIS, DU Website, DU Documents, official letters and memos, Electronic Display Screens, Traditional Notice Boards, SMS Services, Academic Advisors, Course tutors.

8.1.2. **Channels of communication between University and staff:** This includes but is not restricted to: Telecommunication System, E-mail System, DU Website, DU Documents, official letters and memos, Staff Meetings and their Minutes, Seminars and Workshops, address by DU officials.

8.1.3. **Channels of communication between University and external stakeholders:** This includes but is not restricted to: Telecommunication System, E-mail, DU Website, DU Documents, official letters and memos.

### 8.2. Language of Communication

The language of communication will be either English or Arabic or both as specified below:

8.2.1. **Communication with Students:** All communication between Academic Units and students is in English only since that is the medium of instruction in DU.

However, for the sake of convenience, supporting units such as DAR, DSA and DPREC use both Arabic and English for communication.

8.2.2. **Communication with staff:** The communication with faculty members shall be in English. However, the communication with non-academic staff shall be in Arabic and/or English.

8.2.3. **Communication with External Stakeholders:** Communication with the MOHE will be in Arabic. Communication with OAAA will be in English. Communication with EC and BOT will be in Arabic.

8.2.3. Communication with external stakeholders, not specified in the policy, can be either in English or Arabic, depending on the situation and the stakeholder involved.

### 8.3. Language to be used for various tools of communication

1. Academic staff meetings - English
2. Non-academic staff meetings - Arabic (supplemented by English)
3. Notice Boards – Both English and Arabic
4. DU Documents – Both English and Arabic
5. Seminars and Workshops - English
6. Address by DU officials to Academic staff - English
7. Address by DU officials to Non-Academic staff - Arabic (supplemented by English)
8. Communication with students through Academic Advisors - English
9. Communication with students through Course Tutors - English
10. Telecommunication systems – English or Arabic
11. E-mail - English or Arabic
12. DU website – English and Arabic (on new website)
13. SMS Services - English or Arabic
14. Electronic Display Boards - English or Arabic

9. Guidelines

10. Custodian
QA Unit.

11. Responsibility for implementation
Office of the VC, Office of the DVC, College Deans, FP Director, and Directors/Heads of non-academic Departments

12. Contact Person for answering queries
QA Unit.

13. Key Stakeholders consulted
VC, DVC, College Deans, FP Director, Directors of non-academic departments, and other internal as well as external stakeholders
14. Approval details

14.1. Approval by University Council
   UC Meeting number: 11
   Meeting date: 15th April 2013

14.1. Approval by Board of Trustees (If required)
   Not Required