



Communication with Higher Education Students Guidelines

1. PRINCIPLES

All communications with Higher Education students should

- 1.1. Be open, transparent and consistent.
- 1.2. Provide clear and concise information.
- 1.3. Use appropriate language for the topic and the user.
- 1.4. Provide information in the media type that students can readily access.

2. STAFF RESPONSIBILITIES

- 2.1. Staff recognise that the student population is diverse and it is important to target communications appropriately.
- 2.2. Use an active voice rather than a passive voice.
- 2.3. Speak directly to the student using “you’ instead of ‘student’.
- 2.4. Structure the content as follows:
 - Key message
 - Benefits to student
 - Action required
 - Applicable deadlines
 - Consequence of not meeting applicable deadlines
 - “How to” information
 - Supporting information directly related to the key message.
 - Related links
 - Contact details
 - Signatory when required
 - Date.

3. COMMUNICATION CHANNELS

- 3.1. Communication channels at North Metropolitan TAFE (NMTAFE) includes web- based printed and screen based communications.
 - 3.1.1. The course of study Blackboard shell will be used to communicate information to students on all Higher Education matters.
 - 3.1.2. NMTAFE website will be used to communicate information to students on all college matters.
 - 3.1.3. The student email system is available to all enrolled students at NMTAFE and students can be personally emailed with information related to their studies and events at NMTAFE.
 - 3.1.4. Information may be sent in hard copy to the student’s address in the Student Administrative System.



- 3.1.5. Blackboard will be used to communicate with students providing an interface for discussions forums, private messages and announcements. This also available to students via mobile app for smartphone and tablet.
- 3.1.6. Instant messaging may be used to contact students when appropriate
- 3.1.7. NMTAFE hosts a Facebook page which may be used for communication general information.
- 3.1.8. Prior to enrolment, communications will be via email and may refer to information provided on NMTAFE's website.

4. COMMUNICATION TYPES

- 4.1. Announcements: to provide students with timely and authoritative information from the Portfolio. Content published as an announcement when it is:
 - 4.1.1. An official message from the Portfolio that communicates essential information related to enrolment, studies, student support, IT services, results, awards and graduation.
 - 4.1.2. Information related to enhancing students' academic success and the student experience, e.g. scholarships.
 - 4.1.3. Information aligned with key priorities as outlined in the Strategic Plan or influenced by government policy.
- 4.2. Student news and events: appear on the higher education webpage. Student news and events item publicises student activities, programs and events organised or endorsed by the college and/ or Portfolio.
- 4.3. Publications: to promote Higher Education activities and course of study, and provide information to students. Publications may include booklets and flyers and posters. Most publications are relevant for a short period of time and should indicate version and dates in the footer. Flyers and posters are used to support online communication
- 4.4. Telephones and face to face communication should support online communications, and should be used to clarify matters related to student administration, resources and services. Staff must:
 - 4.4.1. Ensure that students receive essential details in writing
 - 4.4.2. Maintain a written record of a conversation, ensuring that a date and time is noted with any follow-up required.
- 4.5. Letters and mail outs: May be used for
 - 4.5.1. official documents that are not available online
 - 4.5.2. essential or contractual information
 - 4.5.3. official policy or government legislation that must be sent to students by mail
- 4.6. Social Media: NMTAFE Facebook account may be used to communicate news and events relating to student life on and around campus to students.
- 4.7. Mobile: Alerts and reminders may be communicated with the students



5. OWNERSHIP and CONTACTS

Guidelines Owner	General Manager Training Services 1
Contact	Manager of Higher Education
	Phone: 9202 4792
	Email: susan.jacobs@nmtafe.wa.edu.au
Approval Authority	Academic Board
Review Date	Maximum 3 years following approval

6. REVISION HISTORY

Version No.	Approved/ Amended/ Rescinded	Date	Approval Authority	
1.1	Approved	19 Aug 2016	HE Standing Committee	Changes to reporting reflect new structure