INTERNAL
COMMUNICATION
POLICY
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Internal Communications Policy

1 Introduction

Good internal communication is among the key ingredients in the success of an organisation. Research shows that effective communication within an organisation significantly improves individual and collaborative performance.

This policy outlines the internal communication framework for Future University in Egypt (FUE), it includes the principles and objectives which govern the framework and spells out the roles of staff, supervisors as well as managers in establishing an effective internal communication within FUE. As an educational organization, our internal communication system is diverse and is based on consolidation among the academic, administrative as well as student bodies. It follows, that there is a dire need for a sound internal communication policy that ensures the effective sharing of information on all relevant issues, together with the active encouragement of exchanging ideas and giving feedback.

2 Purpose of this policy

This policy is developed to identify the various channels of communication within FUE, to explain their use with regards to the intended purpose of each channel; in addition to the roles and responsibilities of staff members in accessing as well as using these internal communication tools/channels, within the intended timeframe, is emphasized. Briefly stated, this policy sets out the framework for internal communication amongst staff members within Student Services and Academic Services as well as departmental communications.

3 Who is targeted by this policy?

In this policy, "internal communication" refers to the process of formal communication between and/or among the following entities
- FUE staff members on all levels (academic and administrative)
- FUE current students

4 Underlying principles and objectives

The internal communication policy is governed by principles and objectives.

Principles:

The following principles are essential to the effectiveness of an internal communication policy:
- Communication is a two-way process which creates the opportunity for giving feedback and listening to one another.
- Only official methods of communication should be employed to ensure clear and effective communication.

- Clear communication should be employed to ensure consistency and reduce unnecessary duplication and rework.
- Information should be communicated in an open and accessible manner.
- Communication should be structured, timely and respectful.
- Continuous development of new communication platforms, channels and tools should always be observed to improve information sharing and collaboration.
- Each individual staff member has a joint responsibility to keep him/herself and his/her colleagues informed.

Objectives:

In essence, communication is an indispensable and valuable tool that serves the advancement of any organization. The major objective of communication is to serve development and progress. Objectives of an effective communication policy include, but are not limited to:
- Bridging gaps between and among different entities of the university
- Bringing together the different university resources which better serve achievement
- Creating a sense of transparency that has a positive motivational impact on FUE employees whether academic or administrative
- Saving time

It follows that FUE employees and students are in need to commit to the internal communication policy. Furthermore, different types of information are communicated in different ways and meet different objectives:

o**Policy-related information** ensures that all staff members are well educated about FUE policies and major decision-making processes.

o**Strategy-related information** puts strategies into action.

o**Operational information** is an essential ingredient for the efficacy of staff members' productivity in their individual roles.

o**Progress-related information** ensures that staff members are aware of the initiatives and events that occur within the FUE and that the staff members consider this type of information as a benchmark for their own activities and contributions.

o**Behavioural-related information** identifies and encourages appropriate patterns of behaviour in each area.

o**Performance-related information:** encourages a sense of appreciation to ultimate performance patterns.

o**Feedback as a type of information:** serves the continual development of the internal communication system.

5 Methods of communication

At any given business situation, the type of information governs the selection of the internal communication channel. Internal communication comprises the following:

5.1 Messages

Our messages should be:
• Purposeful
• Tailored to the audience (both in delivery and content)
• Timely
• Consistent
• Streamlined
• Mutually reinforcing

5.2 Official communication channels

5.2.1 FUE official e-mail

FUE official e-mail is the primary method of communication in the University. For the convenience of the workflow, the official University e-mail server provides an accessible staff directory categorized by department/faculty. Moreover, official communication and announcements are processed through e-mail. This necessitates that all staff members check their e-mails on hourly basis. Additionally, there is an accepted standard timeframe for responding to emails which is 24 hours. In case of being on a leave of absence, an autoreply message should be placed indicating the period of absence and the alternative employee in charge.

5.2.2 FUE Moodle

FUE Moodle is the official communication channel between the University staff and FUE students. Different types of information, relevant to students, whether academic or non-academic, should be processed through this channel. Information obtained by the students through any other non-official channel is not to be considered.

5.2.3 FUE staff portal

FUE Staff Portal allows FUE staff members to log in to the different domains of the FUE server HR system, Academic Advisor system, Control system, Store and any other newly introduced domains. An internal messaging domain is also available at the Staff Portal options.

5.2.4 FUE student portal

FUE Student Portal allows FUE students to log in to check their schedules, their grades and all other important updates that concern student life. An internal messaging domain is also available on the student portal options. Additionally, a complete management profile system is available on the portal. In addition, the Student Portal allows students to check their financial status, academic standing and communicate with Alumni. Students may also access their course evaluations through the portal.

5.2.5 FUE task management (New)

FUE task management is a newly introduced FUE system that can be used to define department boundaries and settle rigid regulations for how interrelated communication may occur between FUE departments. The system also includes a scheme definition for Segregation of Duties (SOD) within each department whereby individual job descriptions are preserved, the SOD also provides essential information used across departments. An extension of the SOD scheme leads to with an advanced automated rating system that preserves Service Level Agreements (SLAs). These, in turn, help in utilizing time and quality factors as main Key Performance Indicators (KPIs) used for rating performance and can also be conducted in building a huge Knowledge Base (KB) for each department.

5.2.6 FUE official website

All sorts of general information about FUE policies, procedures, forms, events and academic information are published through the FUE official website. Links to the individual website for each faculty are available on the FUE website. In addition, quick links for e-mail, Moodle, Staff Portal, Student Portal, research centres, conferences & workshops, the dental hospital, Future Factory for Industrial Training, Student Life, library, FUE scientific journals and international agreements are also available.

5.2.7 FUE official app (New)

Newly introduced to the internal communication facilities of the FUE is the FUE App, which is available for android and iOS based devices. This app is considered an all-in-one channel of communication. Because all computer-based channels are accessible through the FUE App. Notifications can also be enabled for a better communication experience.

5.2.8 Bulletin boards

In each department/faculty, there should be a bulletin board for the dissemination of information, general rules, announcements of events for department/faculty members. All information shared on the bulletin board should be sent via FUE official e-mail as well by the person in charge.

5.2.9 FUE internal phone network and FUE official mobiles

Phone network and FUE mobiles are rapid ways of one-on-one communication. However, these should not be used for the purpose of official information dissemination because they lack the feature of documentation.

5.2.10 F1.1.1 Face-to-face communication

Face-to-face communication, through official meetings, events …etc., remains to be the ultimate communication channel that best serves interaction and creates a team-building spirits, yet non-official meetings should not be utilized in case of official information dissemination.

5.3 Inappropriate communication channels

Social networking websites such as Myspace, Facebook, Twitter and Instagram are not on the preferred list of communication channels between staff and students.

5.4 Communicating with non-electronic based staff

Some members of staff such as utility staff members, security services...etc. do not have regular access to electronic devices to check the online communication channels and apps. To guard against missing important information, it is the responsibility of their managers to ensure that information is passed to staff members in a timely manner, either verbally or in print. To assist line managers, communication channels are formatted for printing.

5.5 Communication Streamline

All staff members can communicate freely within their departments. In case of official communications outside the department/faculty, all staff members are expected to copy their direct supervisors/head of departments.

6 Expectations and responsibilities

6.1 All staff members

o Expectations:
As a member of staff, you can expect to be:
• Provided with relevant information and kept informed of relevant developments
• Consulted on issues relevant to your area and the wider organisation
• Given the opportunity to raise questions or issues of concern relevant to your work. Your questions should be treated seriously and respectfully and should be answered either immediately or within a reasonable period.

o Responsibilities:
As a member of staff, you should:
• Raise relevant questions or problems through your supervisor or manager, your questions should be treated seriously and respectfully.
• Attend meetings when requested (when this is not possible, a feedback session should be arranged by a colleague or manager to brief the absentee/s.
• Check your e-mail on hourly basis.
• Copy your direct manager on communications outside your department.

6.2 Supervisors/Team leaders

o **Expectations:**
As a supervisor/team leader, you can expect to be:
- Allowed to communicate most issues in person (particularly those relating directly to your own area) to your staff
- Briefed on any sensitive or significant issues prior to your staff , so that you are in a position to answer questions from your staff
- Consulted on proposed developments which will affect your area, to ensure that proposals are "workable" and feasible
- Asked by your direct supervisor for feedback and concerns from your staff on any relevant issues
- Kept informed of general developments by your direct manager

o **Responsibilities:**
In addition to the responsibilities of all staff members, if you are a supervisor/team leader, you also have the responsibility to:
- Communicate to your staff relevant issues and information to keep them updated
- Treat questions from your staff seriously and respectfully. Respond to all questions (whether immediately or after further investigation) and provide an explanation for answers given
- Raise any significant problems or issues of concern in your area (which you cannot resolve) to your direct manager
- Be as informative as you can be about the issues relevant to your area and your staff
- Empower your staff by providing them with information to enable them to do their jobs as well as possible
- Attend relevant training relating to internal communications, if invited

6.3 Deans/senior managers/managers

o **Expectations:**
As a dean/senior manager/manager in addition to the expectations of all staff members and supervisors/team leaders (above), you can expect to be:
- Communicated by head management for policy update and strategic explicit
- Consulted for major decisions and policy shifts
- Informed and involved in any developments or future plans to be recognized as benchmark for performance of your staff

o **Responsibilities:**

As a dean/senior manager/manager, in addition to the responsibilities of all staff members and supervisors/team leaders (above), you also have a responsibility to:

- Support the supervisors/team leaders reporting to you in carrying out the responsibilities listed above by keeping them well-informed, and observing their training needs
- Hold regular meetings with your supervisors to discuss developments that take place, plans and the performance of employees witin your faculty/area/department
- Consult your supervisor on proposed developments to ensure that they are "workable"; that they have been discussed with the front-line staff members; that they actively seek and address any feedback or concerns
- Empower your supervisors/team leaders by allowing them to communicate on most issues directly with the staff reporting to them

7 Training and guidance

Frequent training will be provided on internal communications and newly implemented/modified communication channels. In addition, general communication skills will also be provided. These opportunities should be accessed, as necessary, in order to improve communication skills and better utilise electronic resources/software.

8 Professionalism in communication

In all modes of communication, staff members are reminded of their responsibility to serve the interests of the University and to abide by the communication of appropriate content at all times. Respect and dignity should be fulfilled in all correspondence.

Staff members should commit to appropriate response times particularly via email. During a leave of absence or when staff, or when a person is unable to respond in a reasonable timeframe, staff members should set their autoreply option on their emails with details of an alternative contact.

9 Implementation and review

This policy will be implemented from the date of approval by the senior management and the members of the University Council under supervision of the Internal Communication Team.

This policy will be reviewed every two years by the Internal Communication Team.