

The Adult College of Barking and Dagenham

Communications Policy

Lead Responsibility	Service Manager Business Support
Designated Officer	Quality and Performance Managers Education & Employment
Advisory Officer(s)	Student Services Manager, Administration and Facilities Manager
Approved by	Service Manager Business Support
Date of approval	August 2023
Date of next review	August 2024

A note to all teaching staff:

Please click [here](#) using a curriculum device to find a full list of Work and Skills policies & procedures

Please click [here](#) using an LBBD device to find a full list of LBBD policies

Related Borough Policies

[Customer Care Standards](#)

[Social media](#)

[ICT and Cyber Security](#)

[GDPR](#)

[Information Sharing](#)

Related Adult College Policies

[Customer Feedback policy](#)

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Policy Statement

Rationale

Our strategy is designed to improve the flow of information and has an internal focus. Communications is key to the effective performance of organisations delivering complex services like education. This complexity is compounded by the part-time nature of the teaching workforce and the wide range of staff involved. A mixture of approaches is required if we are to communicate effectively with all groups in the Service. Management priorities change in line with local and government policy and often complex, occasionally difficult, messages have to be delivered to a broad range of people. GDPR guidelines will be adhered to at all times.

Since the advent of Covid-19 pandemic, all staff have been issued with laptops and computer-based telephone systems to improve online communication. Staff are able to video call, meet and attend CPD via Microsoft Teams from any location. The influence of Social Media and Artificial Intelligence and its ever-growing usage and popularity has also been considered in this policy statement.

Aims

The overall objectives for the communications strategy are –

- Provision of a range of different channels of communication for staff and learners.
- Ensuring that information flow is bottom-up, top-down and across.
- Information is available on a timely basis.
- Using a range of mechanisms that support effective communication.
- Focussing on the impact on learners and staff throughout.

The key drivers are:

- Improved learner (and staff) satisfaction levels.
- An environment that understands and is resilient to organisational change and embraces external innovation.

Key Principles

The following key principles will be applied:

- Get the right information to the right people in the right way at the right time.
- Messages should be simple and targeted and outcomes-focussed whenever possible.
- Communication is a dialogue.
- Communication supports change in a time of uncertainty.
- Complex or sensitive messages should be delivered via local managers wherever possible.
- Informal and formal approaches both have a role to play.

Implementation

The Adult College will:

- Clarify, at an early stage, key issues impacting on performance and the experience of learners.
- Hold monthly leadership team meetings, and weekly or termly team meetings.
- Distribute a monthly e newsletter to Adult College staff.
- Maintain a Governors page on TEAMS and the Website
- Provide Teams channels for Teaching and Support Staff and Business Support staff to enable remote meetings, forums, dialogues, and training to take place.

- Facilitate team working and dialogues that enable a pre-emptive 'problem solving' approach.
- Provide information on the Adult College noticeboards.

Methods of Communication

The following methods of communication will be adhered to:

- Email correspondence to staff (Non-teaching) should be through LBBB email system, or TEAMS.
- A limited number of staff have access to the 8x8 laptop telephone system.
- Email correspondence to teaching staff should be through bardaglea email addresses only, or TEAMS.
- Email correspondence to learners should be through learner provided email addresses or RM Unify. Staff will not respond to learners and clients outside of working hours.
- The use of social media sites such as Facebook and Whatsapp for tutor/learner and learner/learner communication is discouraged for safety reasons. This posting of AI generated communication on the Adult College Facebook page is also discouraged.
- Nominated staff are provided with mobile phones; personal mobile numbers should not be used for work related calls.
- Staff and learners may leave feedback and comments using the following methods:
 - The Compliment, Comment and Complaint cards found at both sites to be completed fully and handed in at Reception.
 - By email to the Quality and Performance Manager kate.taylor@lbbd.gov.uk
 - By letter to the Quality and Performance Manager, Kate Taylor, at the Ripple Road address
 - Through the Staff Governor, Pam Cheema paramjit.cheema@lbbd.gov.uk
 - Through the Student Governor via Reception.