



Student Communication Policy and Procedure

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Related Documents	Communication and Usage of Internet and Email Policy Communication and Usage of Internet and Email Procedure Discrimination, Bullying and Harassment Policy Discrimination, Bullying and Harassment Procedure Privacy Policy and Procedure Records Management Policy Records Management Procedure SASH Policy Spam Act 2003 Student Complaint and Appeal Policy Student Complaint and Appeal Procedure
Threshold Standards) 2021	1.1; 1.3; 2.1; 2.2; 3.3; 5.2; 6.3; 7.1; 7.2; 7.3;

Purpose

1. The intent of this Policy and Procedure is to provide a framework for effective and timely communication and information between the Institute and current and prospective students.

2. Scope

This policy applies to all communications with Students of the Institute, including past and future Students.

3. Principles

The guiding principles of this Policy and Procedure are:

- That communication between the Institute and current and prospective students is two way;
- Communications may be in a variety of formats;
- The Institute recognises the need for multiple channels for communication in order to engage with diverse cohorts and/or communities for different purposes and situations;

- The Institute is committed to the provision of information relating to legislative requirements or entitlements, and information deemed beneficial or relevant to the Student experience;
- The Institute undertakes to ensure student communication is clear, timely, accurate, accessible, targeted, personalised, respectful, and inclusive.
- All communication will be compliant with the Institutes Policy, Procedure and relevant Legislation.

4. Context

This Policy and Procedure has been developed to ensure that communication between the Institute and current and prospective students is reliable, timely, efficient and effective.

5. Definitions

See the AIH Glossary of Terms for definitions.

6. Policy and Procedure Details

7.1 Audiences and Approving Authorities for Broadcast Communications

Approval delegations for broadcast communications (mass communications to an entire student body or large cohorts) are outlined in the table below:

Audience	Type of Communication	Approving Authority	Delegated Approving Authority (if approving authority is absent)
Prospective or future students	Social and general information	Marketing and Communications Manager	COO
	Marketing and promotional		
	Surveys and feedback		
Current students	General administrative (not related to non-payment of tuition fees)	Student Services Manager	Registrar or Dean
	Academic administrative	Registrar	Dean
	Social and general information	Student Services Manager	Registrar or Dean
	Emergency, critical incidents and security	PEO or Student Services Manager	Registrar or Dean
	Service and support (Administration)	Student Services Manager	Registrar or Dean
	Academic surveys and feedback (SELTS, QILT etc)	Registrar	Dean

	Marketing and promotional	Marketing and Communications Manager	Managing Director
	Finance Communication	Accounts Manager	CFO / PEO / MD
	Academic Intervention	Add SAR levels	Dean
Alumni (graduates)	Social and general information	Marketing and Communications Manager	COO
	Surveys and feedback		
	Marketing and promotional	Marketing and Communications Manager	
	Graduation information	Student Services Manager	Registrar or Dean

7.2 Spam

The **Spam Act 2003** outlines the requirements and responsibilities for institutions in relation to sending unsolicited commercial electronic messages to current and prospective students. For the Institute, this particularly pertains to marketing and promotional communications with prospective students. While current and alumni students are exempted from regulation under the Act, the Institute will provide students with the opportunity to opt-out of some communications. Check with Celox re offboarding process

Current and prospective students and alumni will be given the opportunity to opt-out of the following communications:

- Marketing and promotional;
- Social and general information.

Prospective students and alumni will also be given the opportunity to opt-out of communications relating to:

- Surveys and feedback.

7.3 Means of Communication

The mechanisms for communicating with current and prospective students and alumni are:

Audience	Primary mechanism for communication	Secondary mechanism for communication
Prospective or future students	<ul style="list-style-type: none"> • The Institutes website • Personal email for prospective students who have submitted an application form or an enquiry 	<ul style="list-style-type: none"> • Brochures and flyers • Social media • Face to face • Telephone • Post
Current students	<ul style="list-style-type: none"> • Student email (issued by the Institute) • The Institute's Learning Management System (Moodle) 	<ul style="list-style-type: none"> • Text messages to mobile devices • Personal email • Telephone • The Institute's website

	<ul style="list-style-type: none"> • Important notices such as those relating to misconduct, academic progress and complaint or appeal outcomes will be sent to the student email and personal email • Student Portal • Text / SMS 	<ul style="list-style-type: none"> • Print materials • Social media • Face to face • Post
Alumni (graduates)	<ul style="list-style-type: none"> • Personal email 	<ul style="list-style-type: none"> • Telephone • The Institute's website • Face to face • Social media • Post

7.4 Student Email

The Institute will send communication to the Institute-issued AIH student email address as the primary email address once a student has enrolled and until the completion of their course.

It is the students' responsibility to check their student email address on a regular basis or forward the emails to their personal email account. Students will not be eligible for special consideration if they miss an important email due to not checking their student email account.

Students should refer to the Communication and Usage of Internet and Email Policy and associated Procedure for further information on the Institute issued student email address.

Students are required to check their student email accounts regularly including during non-study periods. They need to read and respond accordingly.

7.5 Records and Privacy Management

Records and personal information will be managed in accordance with the Records Management Policy and associated Procedure and the Privacy Policy and associated Procedure.

7.6 Complaints and Appeals

Any complaint or appeal in relation to communications sent between the Institute and a current, prospective and past students must be made as prescribed in the Student Complaint and Appeal Policy and associated Procedure.

ADD - Legislation and HEFS

7. Version Control

This Policy and Procedure has been endorsed by the Australia Institute of Higher Education Board of Directors as at June 2022 and is reviewed every 3 years. It is published and

available on the Australian Institute of Higher Education website
<http://www.aih.nsw.edu.au/> under 'Policies and Procedures'.

Change and Version Control				
Version	Authored by	Brief Description of the changes	Date Approved:	Effective Date:
2017.1	Registrar	New document	4 August 2017	7 August 2017
2020.1	CEO	Minor amendments	2 December 2020	3 December 2020
2022.1	Registrar	Updated Higher Education Standards Framework [Threshold Standard] 2021	16 June 2022	17 June 2022
2023.1	Registrar	Minor updates following policy review	2 June 2023	29 June 2023