

## Communication (Students)

### 1. Policy

The purpose of this policy is to outline how we communicate information to our students in an effective and appropriate way.

### 2. Aims & Objectives

- 2.1 Effective communications enable us to share our aims and values by keeping students well informed. This reinforces the important role that students, staff play in supporting Shockout's ethos.
- 2.2 We have various strategies for communicating with students. Some of our communications are in accordance with a statutory requirement; while others reflect what we believe is important to Shockout.
- 2.3 We make our written communications as accessible and inclusive as possible. We seek to avoid bias, stereotyping or any form of discrimination. We recognise and celebrate the contributions made to our society by all the cultural and other groups represented within Shockout as outlined in our Equal Opportunities Policy.

### 3. Range of Communication Methods

Existing methods of communication include: -

- Tutorials
- Emails
- Telephone
- Handbooks
- Surveys/Questionnaires
- Shockout Website
- Student Representatives
- SSL Meetings
- Word of Mouth
- Classrooms
- Student Support Teams
- Moodle
- Microsoft Teams
- Zoom

#### 4. Marketing

- 4.1 Information regarding all the courses that we offer are on our website.
- 4.2 Shockout is represented at main dance event ie. Move It.
- 4.3 Shockout's social media pages post information on a regular basis on audition dates and course information.

#### 5. Programme and Student Handbooks

Provides useful information and guidance to students.

#### 6. Internal Communication

- 6.1 Students will be informed as early as is possible of any changes to any timetables via email or student data management system.
- 6.2 Relevant training is provided to students regarding Health & Safety.
- 6.3 Meetings will be arranged for students as and when necessary.

#### 7. Electronic Communication

- 7.1 Students must ensure that their passwords are kept in strict confidence.
- 7.2 Students to ensure they adhere to our Data Protection Policy.
- 7.3 Students should be aware of the disadvantages that social media can incur with regards to security.
- 7.4 Updated online information are provided to students before the start of each academic year ensuring that relevant information is accessible.

#### 8. Tone of Voice (Staff to Students)

Shockout 'Tone of Voice' is the psychological effect we want to convey within all our communications, so that we can engage everyone in the spirit of the Shockout identity statement and foster a positive working environment.

##### 8.1 **Our tone to be embedded in all our communications:**

- Staff will speak and write positively, honestly, with clarity to all students.
- Communications are professional and well informed, a two-way street where we engage and listen.
- We speak and write diplomatically yet with confidence, focusing on the function of our communication.
- We communicate with understanding, taking the heat out of situations of disagreement by depersonalising our conversations.

## 9. Communication Style

All communication with staff and students needs to be written in a formal manner whilst following guidelines surrounding response timescales.

### Related Policies

Equal Opportunities

Data Protection

Staff Handbook

Student Handbook