

Communication (Students) Policy

1. Purpose

The purpose of this policy is to outline how Shockout communicates information to students in a clear, effective, and appropriate manner. Effective communication supports our ethos, strengthens engagement, and ensures that all students have access to accurate and timely information throughout their studies.

2. Scope

This policy applies to all students enrolled at Shockout and to all staff responsible for communicating with students, whether in person or through electronic or printed means.

3. Aims and Objectives

3.1 Effective communication enables us to share our aims and values by keeping students well informed. This reinforces the important roles that both students and staff play in supporting Shockout's ethos.

3.2 Some of our communications are in accordance with statutory requirements, while others reflect what we believe is important to Shockout's identity and student experience.

3.3 We aim to make all written communications accessible and inclusive, avoiding bias, stereotyping, or any form of discrimination. We celebrate the contributions of all cultural and social groups represented within Shockout, as outlined in our Equal Opportunities Policy.

4. Communication Methods

Shockout uses a range of communication methods to ensure students receive accurate and timely information. Existing methods include:

- Tutorials
- Emails
- Telephone
- Student and Programme Handbooks
- Surveys and Questionnaires

- Shockout Website
- Student Representatives
- Student–Staff Liaison (SSL) Meetings
- Word of Mouth (through staff and peers)
- Classroom Announcements
- Student Support Teams
- Moodle
- Microsoft Teams
- Zoom

5. Marketing and Course Information

5.1 Information about all courses offered by Shockout is available on our website.

5.2 Shockout is represented at major dance events, e.g., Move It.

5.3 Our social media channels regularly post updates on audition dates, course information, and institutional news.

6. Programme and Student Handbooks

Programme and Student Handbooks provide essential information and guidance to support students throughout their studies. They are updated annually to ensure all details are current and accurate.

7. Internal Communication

7.1 Students will be informed as early as possible of any timetable changes via email or the student data management system.

7.2 Relevant Health and Safety training is provided to all students.

7.3 Meetings with students will be arranged as necessary to discuss academic, administrative, or welfare matters.

8. Electronic Communication

Students are expected to use electronic communication responsibly and in accordance with Shockout policies.

8.1 Students must keep their passwords strictly confidential.

8.2 Students must adhere to the Data Protection Policy at all times.

8.3 Students should remain aware of the potential risks associated with social media use, particularly regarding data security and reputation.

8.4 Updated online information will be provided to students before the start of each academic year to ensure relevant materials are accessible.

9. Tone of Voice and Communication Style

Shockout's Tone of Voice reflects the psychological effect we aim to create in all communications — fostering a positive, respectful, and collaborative learning environment consistent with our institutional ethos.

Staff communicating with students will:

- Communicate positively, honestly, and clearly at all times.
- Ensure communication is professional, well-informed, and two-way — encouraging dialogue and active listening.
- Speak and write diplomatically yet confidently, focusing on the purpose and outcome of the communication.
- Approach disagreements calmly and depersonalise conversations to promote understanding and resolution.

All communication between staff and students must be formal, professional, and respectful. Staff should adhere to established response timescales and institutional communication guidelines.

10. Responsibilities

- Staff are responsible for ensuring that all communication with students is accurate, professional, and aligns with this policy.
- Students are responsible for checking official communication channels regularly and responding appropriately.
- Programme Leaders and the Student Services Team are responsible for monitoring and maintaining effective communication practices.

11. Related Policies and Documents

- Equal Opportunities Policy
- Data Protection Policy
- Staff Handbook
- Student Handbook
- Tone of Voice Policy

12. Review

This policy will be reviewed annually, or sooner if required, by the Senior Management Team to ensure its continued relevance and effectiveness.

Related Policies

Equal Opportunities

Data Protection

Staff Handbook

Student Handbook

Tone of Voice