



Internal Communications Strategy

Document Control Information	
Reviewed by the Senior Management Team	September 2018
Date of Next Review:	October 2021
Approved by the Board of Management:	October 2018

The Board of Management (or any person/group with delegated authority from the Board) reserves the right to amend this document at any time should the need arise following consultation with employee representatives.

1. INTRODUCTION AND PURPOSE

Effective communications across staff and students are core to the values and culture of Glasgow Kelvin College. This Internal Communications Strategy provides a framework for the delivery and monitoring of effective and relevant internal communications across the College. It aims to support a culture of openness and trust, encouraging engagement and participation in the life of the College.

Vision and Mission

The College has Vision and Mission Statements that underpin its ethos and values. These are;

Vision Statement:

Transforming Lives Through Education

Mission Statement:

Glasgow Kelvin College will enhance learners' aspirations, careers and lives through accessible, inclusive, high quality learning.

Supporting these statements are a range of strategies and plans that cover different elements of the College's business and central objectives of Excellence, Progression and Enterprise.

The College will put in place mechanisms that will facilitate effective communication of, and engagement with, these statements. Colleagues from across the College will understand how these statements link to the College's overall strategy and, in turn, to their own Operational Plans and areas of activity.

2.0 STRATEGIC AIMS AND PRIORITIES

The overall aim of this strategy is to ensure that staff and students in the College receive timely, accurate and relevant information, are engaged with, and understand, the College and its overall objectives and can contribute to its future direction.

The specific aims of the strategy are to;

- Ensure that the required mechanisms and organisational culture to support effective communications are in place.

- Ensure that mechanisms are in place that facilitate the free flowing of information across the College. This will include processes to allow responses to be provided, where required, to communications messages.
- Encourage a culture within the College that empowers staff to take responsibility for their own internal communications. This will be within a context where the College supports the mechanisms required to facilitate these communications and provides an overall context within which internal communications should be set.
- Minimise the duplication of information flow, ensuring communications are effective, consistent, relevant and that college staff and students engage with them.
- Ensure the continued delivery of an action plan across the College that supports the objectives of this strategy.

Not all the above drivers are influenced by internal communications alone and so it is critical that those responsible for internal communications work closely with relevant functions, such as HR and ICT, across the college to co-ordinate this work.

To support the aims listed above, the College will:

- Ensure access to relevant information for staff and students which will support them to fulfil and develop their role at work or in study through a variety of communication channels;
- Provide an extensive electronic library of college reference documents including strategies, plans, policies and staff directories on the intranet;
- Provide modern and effective ICT infrastructure which is secure and as accessible as possible;
- Ensure all managers are encouraged to engage effectively with their teams in an open and transparent way and that they make appropriate arrangements for team meetings and briefings;
- Develop an e-mail etiquette policy which will seek to encourage effective use of e-mail as a primary communication channel;
- Request that the Principal and members of the Strategic Management Team attend team meetings on invitation;

- Ensure the website and social media feeds will be updated regularly with relevant information and College/learner news;
- Implement the learner engagement strategies and place suggestion boxes at each campus to deliver an effective feedback communication channel and ensure comments will be considered by SMT regularly;
- Arrange at least two All Staff conference days per year with a Principal's address;
- Encourage communication in plain English;
- Avoid unnecessary duplication of communication;
- Support and develop its on line learning platform and ICT infrastructure and systems to ensure tutors have effective means of electronic communication with class groups and will enable students to communicate with one another; and
- Regularly seek the views and opinions of staff in respect of the effectiveness of college communication and ensure an effective feedback mechanism is in place

The implementation of the above presents an opportunity for Glasgow Kelvin College to improve how staff and students are communicated with and how they can influence the management and development of the College through feedback mechanisms.

3.0 MONITORING AND EVALUATION

This strategy will be monitored and evaluated regularly. The principal mechanisms for achieving this will be staff workshops and feedback at the College's all staff events that take place each year and an annual re-issue of an internal communications consultation which will monitor the engagement and relevance of internal communications across the College.

4.0 POLICIES AND STRATEGIES

There are several College policies and strategies which underpin the Internal Communications Policy and chief among these are:

- Ethos and Values Framework
- College Context Statement
- College 2018 – 2021 Strategic Plan

All are available on the College intranet and through the College website at www.glasgowkelvin.ac.uk