

# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



## COMMUNICATION POLICY

“It is always more important what your listener understands you to be saying than what you think you are telling the listener”

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## **1. CITATION**

This Communication Policy shall be known as the National University of Science and Technology Communication Policy (NUSTCP).

## **2. PURPOSE**

The NUSTCP's purpose is to fulfil, but is not limited to, the following:-

- 1.1 To give NUST staff, students, clients and all partners and stakeholders acceptable and reasonable access to information so that they understand the Policy and contribute towards the fulfilment of the NUST Strategic Plan current at any given time.
- 1.2 To meet the University's Vision and Mission of communicating knowledge through teaching and learning, publicising its research and making visible its community engagement.
- 1.3 To allow a responsible and constructive free flow of information within the University, about the University's progress and achievements including achievements by persons therein as well as any incidents that may project a positive image of NUST if publicised.
- 1.4 To guide staff, partners, students and clients on talking to the media about NUST or as NUST or associating one's media publicity with NUST.
- 1.5 To promote, maintain and defend the good image of NUST.
- 1.6 To inculcate and promote a culture of respect among NUST staff and students with all communication showing respect for others and their opinions that shall also be expressed politely.
- 1.7 To guide inter-personal, intra-departmental, inter-departmental, intra-faculty, inter-faculty, intra-organisational and inter-organisational communication at NUST.
- 1.8 To resolve, wherever necessary, differences and conflicts of any nature, in order to eliminate or lessen their negative impact on the University.
- 1.9 To guide staff, students, partners and other stakeholders on the accepted use of NUST infrastructure and equipment, like ICT equipment and vehicles bearing a NUST Logo as well as regulate the use of the NUST Logo.
- 1.10 To guide staff, students, partners and other stakeholders on the accepted use of the NUST Logo.

- 1.11 To regulate the mounting of posters and other publicity material on NUST premises, on NUST structures and on NUST property.

### **3. RESPONSIBILITY**

- 3.1 The Chief spokesperson of the University is always the Vice-Chancellor who shall normally speak through the Director of Communication and Marketing (DCOMA).
- 3.2 It is the DCOMA who shall speak to the media and who shall issues statements to the same and answer questions on behalf of the University.
- 3.3 Where necessary, the Vice-Chancellor may issue statements including statements to correct or clarify the statements issued by the DCOMA, even if those statements had been issued after consultation and/even if the statements issued by DCOMA represented a previously agreed University position.
- 3.4 In certain circumstances, the Pro-Vice-Chancellor and the Registrar may issue press statements.
- 3.5 In cases where the media seeks a specialised comment of a professional or academic nature, the most appropriate academic or professional will talk to the media but with the knowledge of the DCOMA. The DCOMA or his/her appropriate representative must also attend the same interview or briefing to keep the media in check and protect the University.
- 3.6 In the event of a crisis needing media handling, the DCOMA, in consultation with the Vice-Chancellor, shall form a Communication Crisis Team (CCT) to brainstorm on the University's course of action and on a statement to be issued if any. The CCT will assemble only for the purpose of such course of action and must dissolve completely after performing its task.

### **4. SENIOR MANAGERS**

This section of the Policy refers to Principal Officers of NUST and their Deputies, Deans of Faculties, Directors and those who normally attend the Vice-Chancellor's expanded Administration Meeting. Senior managers are expected:-

- 4.1 To create a non-intimidatory climate in their sections so that staff may freely:-

- share information relevant to their work situation. A non-intimidatory environment is necessary to establish, maintain and protect good relations.
- enjoy easy access to essential, relevant and useful information.
- give useful and relevant feedback that is necessary for beneficial engagement of staff.

(A non-intimidatory environment is necessary to establish, maintain and protect good relations.)

- 4.2 To give full and relevant information to middle managers on all relevant University activity so that the middle managers are, in turn, optimally effective in their work and in fulfilling the NUST Strategic Plan.
- 4.3 To ensure that staff in their section(s) are aware of this NUSTCP and know their responsibility for maintaining good communication practice to both internal and external customers of NUST.
- 4.4 To ensure that whenever a member has represented their department, their section or even represented the University in a meeting or at a conference, the member reports back to their department or to their senior so that where necessary, the senior managers of that section may report to the University.
- 4.5 To listen to feed back and act appropriately on it and act in a responsible manner. (Communication is a two-way process. It is important to listen to feedback as it is always an indication of whether the message has been understood or not, whether it has been accepted or not and whether it may be necessary to alter the message and give it again differently.)

## **5. MIDDLE MANAGERS**

This applies to chairpersons of teaching departments, heads of operational units and all those who report to the Senior Managers in category 4 above. This group is expected:-

- 5.1 To seek/receive information from Senior Management and disseminate the same to their staff or working teams timeously through the proper channel or a combination of channels.
- 5.2 To ensure that they and their staff or working teams know, understand and practice communication in a manner that upholds the NUSTCP.
- 5.3 To maintain healthy two-way communication with all staff in their teams, listen to feedback and in turn keep Senior Management informed.

- 5.4 To communicate regularly with their staff/teams through a variety of work situations and various channels like face to face on a one to one, small group meetings, announcements, written circulars and organised departmental meetings.
- 5.5 To use communication to detect and pre-empt differences and conflicts.
- 5.6 To advise senior Management.

## **6. EQUIPMENT**

Equipment refers to all office equipment provided by NUST for work purposes and is inclusive of the NUST intranet and internet through which staff may access Facebook, Twitter, LinkedIn, Too and many other such platforms.

- 6.1 This array of communication equipment and other resources owned by NUST and provided by NUST or donated to NUST for NUST official business are to be used only:-
  - 6.1.1 for work- related communication.
  - 6.1.2 for pleasant communication that encourages good relations
  - 6.1.3 for truthful and essential communication.
  - 6.1.4 for approved University messages.
  - 6.1.5 for constructive communication that promotes the good image of NUST and/or creates a pleasant environment in the workplace.
  - 6.1.6 for healthy academic discourse that shows responsibility and mature respect of and for others.
  - 6.1.7 for non-discriminatory, non-pornographic and non-insultive communication.
  - 6.1.8 for legal and non-fraudulent exchanges.
- 6.2 Before anyone can distribute brochures and pamphlets on campus, and mount posters and notices on NUST structures and property:-
  - 6.2.1 they must obtain written permission from the Vice – Chancellor who will normally delegate this assignment to the DCOMA or the Registrar.
  - 6.2.2 they must have the content of the posters and notices approved.
  - 6.2.3 they must remove the brochures, pamphlets and posters after the event.

## 7. NUST LOGO



The NUST logo and other symbols may only be used:-

- 7.1 on official University publications.
- 7.2 on NUST certificates whose issuance is authorised by the Vice-Chancellor or the Registrar and will be signed by either or both of the two aforementioned or another authorised senior officer of the University.
- 7.3 on publications produced by the Communication and Marketing Department.
- 7.4 on marketing material produced by or with the knowledge and express concurrence of the Communication and Marketing Department for re-sale in the University shop or for free distribution.
- 7.5 on sports uniform and other University uniform(s) with express authorisation by the relevant custodians of the NUST image.
- 7.6 on official University letterheads to carry official University correspondence.
- 7.7 on official NUST Business cards.
- 7.8 on advertisements promoting or announcing official and approved NUST messages.

**NB** Whenever and wherever the NUST logo must be used and is used,,

- i) the image of the logo should be of correct colour shades and intensity and must also be of the correct dimensions and proportions.

- ii) the logo should be prominent, and should be alone except on conference material with logo(s) of other partners or conference sponsors or on sponsored or donated sportswear.

## **8. GENERAL**

- 8.1 Members attending meetings shall show respect to the chairperson and other members by:-
  - 8.1.1 Punctuality –taking their seats before the meeting begins.
  - 8.1.2 Soberness – coming to the meeting sober.
  - 8.1.3 Cleanliness – in clean clothes with no offensive odours.
  - 8.1.4 Dress – well dressed, presentable and formal where the meeting requires one to be formal.
  - 8.1.5 Language – by using polite language during the meeting.
  - 8.1.6 Temper – by controlling their temper and putting their points across without losing their temper.
  - 8.1.7 Procedural – by allowing other members in the meeting to make their full contributions and by speaking through the Chairperson all the time.
  - 8.1.8 Phones - by putting all phones on silent so as not to disturb the meeting.

**NB** Under no circumstances should anyone walk out or storm out of a meeting.

- 8.2 Academic members of staff delivering lectures to students shall:-
  - 8.2.1 meet the minimum requirements of “dress as communication code” and be presentable.
  - 8.2.2 communicate to students using NUST official language, that is, English.
  - 8.2.3 communicate in a manner that makes all students feel equally respected and loved in terms of race, religion, language, gender, economic standing and show respect for those living with disability.
- 8.3 Secretaries of committees shall use correct language (spelling, grammar, tenses especially reported speech and, punctuation) and make the minutes available on time and in accordance with the relevant circular from the Registrar.



- 8.4 The entire NUST community should be familiar with the contents and purpose of this NUST Communication Policy.
- 8.5 It shall be mandatory for all NUST staff to attend training on Communication Skills and training on any communication related topics that the NUST Human Resources Department may organise from time to time.
- 8.6 It is expected that managers at all level shall have daily morning briefings with their secretaries.

## **9. NUSTCP AND OTHER NUST POLICIES**

This NUSTCP aims to support other NUST policies and administration circulars relevant to NUSTCP like the NUST ICT Policy.

## **10. CUSTODIAN OF NUSTCP**

The custody of the NUSTCP shall be in the Vice-Chancellor's Office through the Communication and Marketing Department where the Director of Communication and Marketing shall always ensure that the NUSTCP is distributed to new employees through the Human Resources Department. The DCOMA shall ensure that the NUSTCP is regularly updated.

*“Said is not heard. Heard is not understood. Understood is not accepted and Accepted is not yet done”*