
	UNIVERSITY OF PASADENA (UPAS) Operational Procedures		
	Doc # :PO-AC-07.2	Title: Internal and External Communication Policy	
	Rev # : 07	Approved By: Chief Executive Officer (CEO)	Date : 06 Sep 2021

REVISION HISTORY			
Rev No	Description of change	Author	Effective Date
1	New Procedure	Chief Academic Officer (CAO)	12 Oct 2015
2	No change	Chief Academic Officer (CAO)	10 Oct 2016
3	No change	Chief Academic Officer (CAO)	09 Oct 2017
4	No change	Chief Academic Officer (CAO)	08 Oct 2018
5	No change	Chief Academic Officer (CAO)	07 Oct 2019
6	No change	Chief Academic Officer (CAO)	07 Sep 2020
7	No change	Chief Academic Officer (CAO)	06 Sep 2021

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1. Purpose

- 1.1 The purpose of this policy is to ensure that communication with external parties are managed and the messages sent are consistent and aligned with the policies and needs of UPAS.
- 1.2 This procedure also identifies the process for maintaining proper records of external / internal communication.
- 1.3 This Internal Communication procedure aims to foster a strong communication culture within UPAS by creating a two-way flow of information that moves information from the top to the bottom and then moves feedback back up to the top.

2. Scope


- 2.1 The importance of the internal and external communication policy is to create an environment of trust and open communication with all staff and stakeholders.
- 2.2 The procedure seeks to ensure effective communication at all levels of the university.

3. Definitions

- 3.1 Communication channels – The different means of communicating including use of the telephone, fax, e-mail, website, marketing, student handbooks, notice board etc.
- 3.2 External Communication – Communications to parties outside the UPAS community that includes students and the public.
- 3.3 Internal Communication – Internal communication may be conducted through the normal management channels i.e. meetings where information flows from one management level to the next via e-mail, meetings, Training Programs and Procedures/Forms.
- 3.4 Proof read - To double check for purposes of error detection and correction
- 3.5 Vetting – A thorough and diligent review of all UPAS materials that are to be used for publicity or communications.

4. Responsibility

- 4.1 The Chief Operations Officer (COO) to ensure the effective implementation of the policy.

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5. Procedure/Process

5.1 Communication

5.1.1 UPAS staff should immediately acknowledge any incoming communication received from students and members.

5.1.2 Communication records with external or internal parties must be maintained for all formal matters related the university.

5.1.3 Official information should only be communicated using email, fax (with fax acknowledgment) or by registered mail (if important). Phone calls should not be used to discuss important matters as records cannot be maintained.

5.1.4 These official Communications should be printed out and retained in the file where applicable.


5.2 All communication are classified as either internal or external communication by UPAS

5.2.1 External Communication

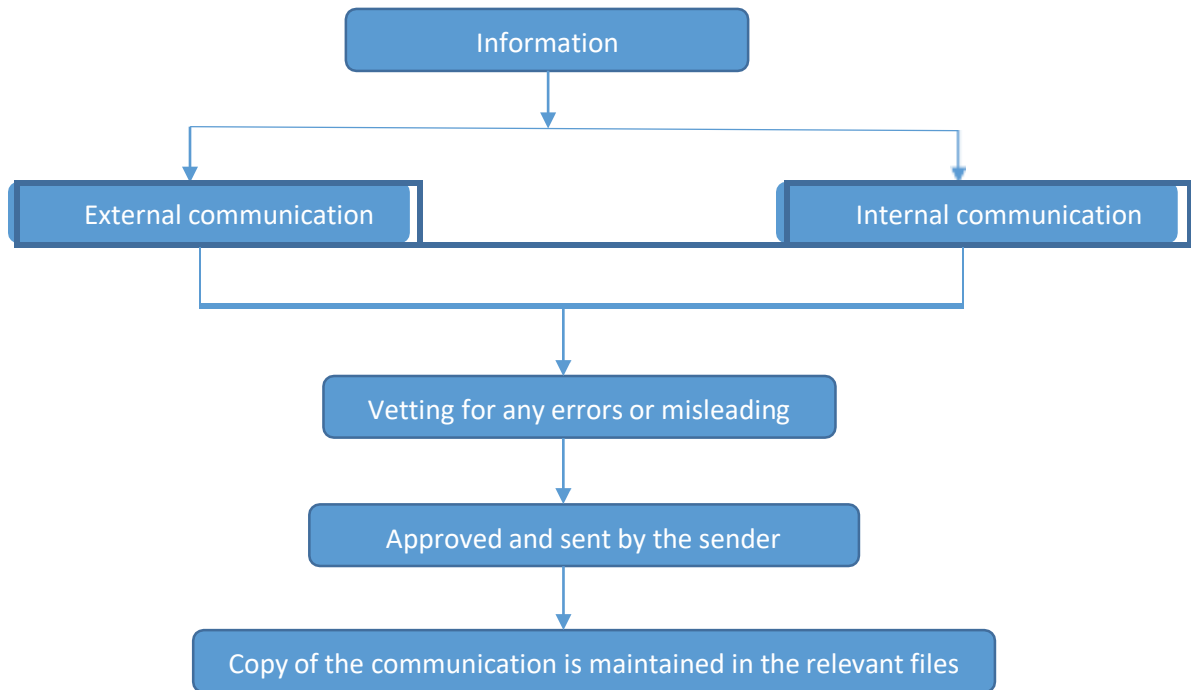
- All external communication is undertaken using the most timely, efficient and effective medium to ensure appropriate and adequate dissemination of information.
- UPAS shall notify the external stakeholders, regulatory authorities, prospective students, student recruitment agents and the public-at-large of all relevant information that impact their interactions and engagement with the college.
- Such information must be approved by the CEO, Operations or a Management Team member before publishing. It is the responsibility of the university to ensure that the information is accurate and not misleading in any way.

5.2.2 Internal communication

- UPAS utilizes a cascading approach to disseminate its vision, mission, strategic plans, financial information, academic policies, and procedures and work instructions to each staff via their Heads of Department.
- Information shall be disseminated to all staff in a timely and accurate manner. The university ensures that a 2-way communication is practiced at all levels.
- It is the responsibility of Heads of Department to ensure that effective communication channels are established and maintained to ensure matters relating to the operations of the university are disseminated to staff under their line of management.

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5.3 Communication – flowchart




5.4 Communication Procedure

5.4.1 Any information is classified as internal information for communication or external information for communication

5.4.2 If information is for internal communication, then it's the responsibility of the department heads to disseminate relevant information down to their staff and to keep records of meetings and information sent to all staff.

5.4.3 It is the responsibility of all staff of UPAS to follow the guidelines set for communications and to provide feedback to their department head on information communicated.

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5.4.4. If the information is for external communication then it's the responsibility of the senior manager in the reporting chain to vet and decide whether to release it or not.

5.4.5 It is the responsibility of all department head of UPAS to follow the guidelines set for communications and to provide feedback to the CEO or senior management on information communicated.

5.4.6 All the information has to be vetted before sending, for any error or misleading information, by the sender.

5.4.7 All the external and mass communication has to be approved by the relevant Head of the Departments and senior management.

5.4.8 All the information has to be recorded in the relevant mode and files as per the requirement.

5.5 It is the responsibility of the Chief Operations Officer (COO) to ensure that communication channels established are adequate, relevant and effective to inform staff of matters relating to the operations of the University.

6. Review

The University of Pasadena reviews its internal and external communication policy every year.