



Communicating With Students

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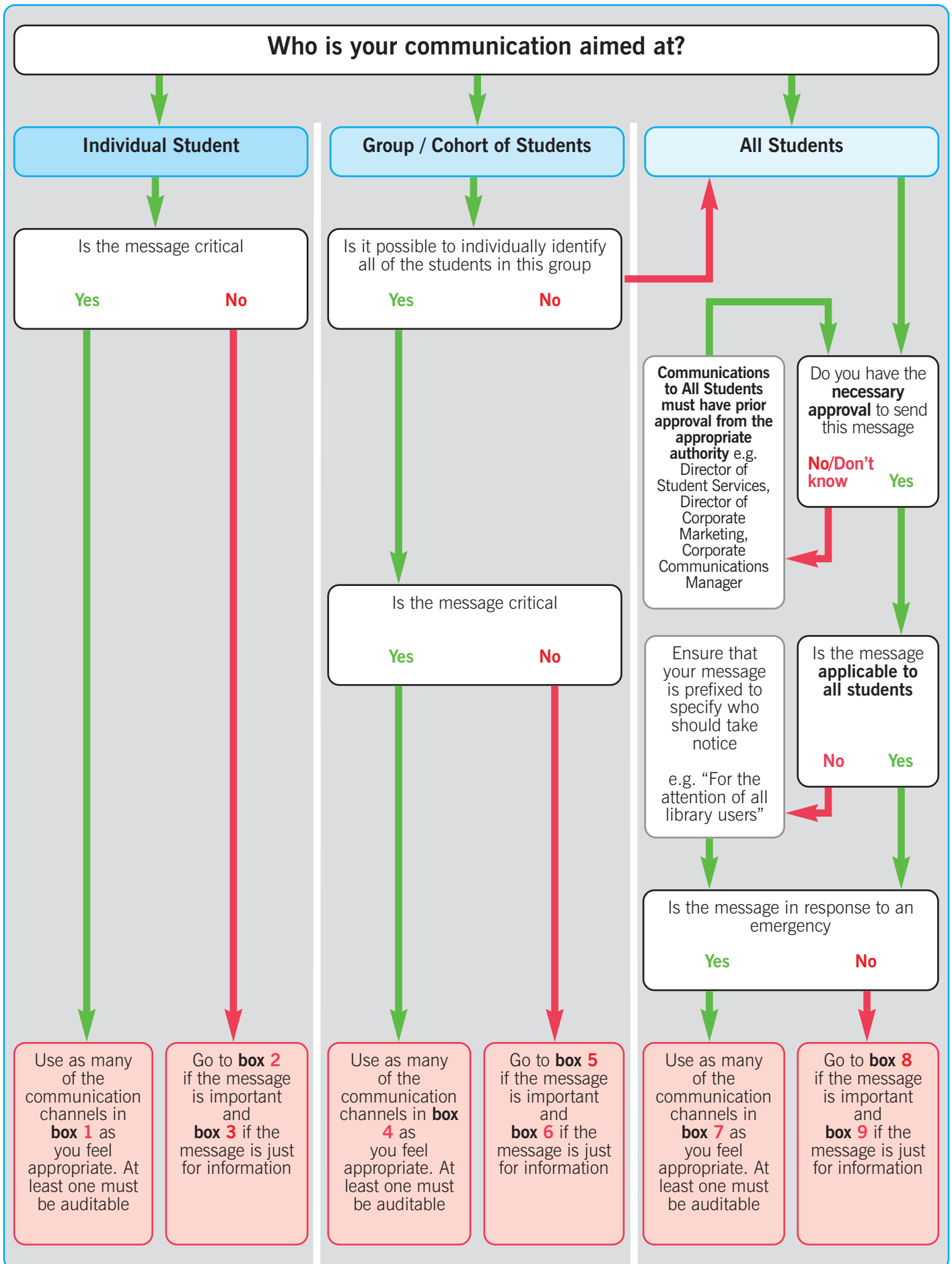
This quick reference guide will help you to communicate with students at any time during their studies at Anglia Ruskin University. The guide uses a simple flowchart to assess the purpose and urgency of your message. It then determines the most appropriate ways of sending it. The guide also advises you when you must keep a record of your messages to students.

All Students

Group / Cohort of Students

Individual Student

Appropriate Communication Channels with Current Students **The Process**



Appropriate Communication Channels with Current Students **Our Expectations**

Key

- △ Channels appropriate for urgent communications
- Communication methods that we are able to prove were sent, i.e. ones which are auditable
- 1 to 9** Reference number to be used in conjunction with the Communication Channels Flow Chart document

It is suggested that, wherever possible, **at least 3** of the recommended communication channels are used.

Research indicates that people often ignore information until they have seen it for the 3rd time. You should choose the 3 which are most appropriate to your specific communication.

Priority	Critical	Important	For Information Only
Recipient	Use as many channels as possible but at least one must be auditable.	No need to prove message was sent, but important that student receives it.	
Individual Messages unique to the recipient and addressed solely to him/her i.e. 1-2-1	1 e.g. <i>"You cannot graduate unless your University debts are paid."</i> △ • Email • Mail via recorded delivery Face-to-face △ Telephone	2 e.g. <i>"Your dissertation is ready to be collected"</i> △ Face-to-face △ Telephone △ • Email △ Text message Mail via normal post	3 e.g. <i>"We are confirming your appointment with..."</i> △ Face-to-face △ • Email Mail via normal post
Group/Cohort Please note: If you cannot individually identify the students within a group then use methods appropriate to "All Students" instead (see below).	4 e.g. <i>"Your exam has been rescheduled to..."</i> △ • Email △ Text message (depending on length of content, say 'please refer to email'). • Mail via recorded delivery	5 e.g. <i>"Your lecture has been cancelled" or "There has been a room change"</i> △ Face-to-face △ Telephone △ • Email △ Text message Notices and Posters Mail via normal post e-Vision	6 e.g. <i>"There will be a guest lecture on Thursday by Dr..."</i> △ Face-to-face △ • Email △ Telephone Mail via normal post
All Students If message is only applicable to students in a group who cannot specifically be identified, then target your communication by prefixing the subject of the communication with "For the attention of (e.g.) Library users" Please note: Communications to All Students must have prior approval from the appropriate authority e.g. Director of Student Services, Director of Corporate Marketing, Corporate Communications Manager	7 e.g. <i>"There is an extension on all assignments due to all the campuses being closed due to snow"</i> △ • Email △ • Info Screens △ Text message • Mail via recorded delivery △ My.Anglia e-Vision Notices and Posters For Your Information △ Social Media Broadcast Media	8 e.g. <i>"Anglia Ruskin is closed today due to heavy snow"</i> △ • Email △ Text message △ My.Anglia e-Vision △ Info Screens Notices and Posters For Your Information △ Social Media Mail via normal post Anglia Ruskin Website www.anglia.ac.uk Broadcast Media	9 e.g. <i>"The Summer Ball will be held on..."</i> △ • My.Anglia Info Screens Notices and Posters For Your Information △ Social Media Mail via normal post

Communicating With Students | More Information

How do I communicate with applicants?

This guidance is about communicating with our current students. It does not cover communications throughout the student lifecycle. Please contact Corporate Marketing (ext: **4713**) if you would like to contact potential students or applicants from the UK or EU, or International Admissions (**internationaladmissions@anglia.ac.uk**) if you would like to contact potential international students or applicants.

How do I send a message via e-Vision?

Academic messages can be posted on e-Vision. The ISMS Customer Support Team can do this for you, all you have to do is to contact them by telephoning ext: **4357** or emailing **isms-support@anglia.ac.uk**

How do I send a message via the Information Screens?

You can request a message be posted on the information screens from the following website: **www.anglia.ac.uk/infoscreens**. You can also see all of the messages posted on the screens from the same website, and see all of the available locations of screens.

What are 'Social Media'?

In this context, social media refers to external social networking systems such as Twitter, Yammer and Facebook. Corporate Marketing is currently developing a social media policy and strategy, please contact, Advertising and eMarketing Manager (e: **jeanette.ariano@anglia.ac.uk** and ext: **5918**) or Corporate Communications Manager (e: **andrea.hilliard@anglia.ac.uk** and ext: **4727**) for more information.

How do I send a Text message?

There are a number of companies who provide web based systems for sending text messages. We recommend the JANET Txt service (<http://www.pageone.co.uk/Janettxt/>). To use this service your Faculty / Service budget holder will need to sign up for the system and confirm payment.

In the future we plan to implement an organisation wide text message service so that sending text messages to students will be as easy as sending an email.

What is For Your Information?

For Your Information is a student magazine which is published by Student Services. Previous copies can be viewed at: **<http://web.anglia.ac.uk/anet/students/publications/index.phtml>**. If you wish to publicise something in the magazine please contact Lorraine Silk (e: **lorraine.silk@anglia.ac.uk** and ext: **2415**) in Student Services.

'*For Your Information*' content should focus on activities / events / information of interest and importance to our students, and give details of events coming up, rather than focusing on those that have already taken place.

Who can help me to produce a poster or leaflet?

There are templates available for producing posters which are available from the following page on My.Anglia: **<http://web.anglia.ac.uk/anet/staff/guidelines/index.phtml>**

If you want something more specific, our Media Services department will be able to advise you further. Please contact them by emailing **media.design@anglia.ac.uk**.

What are 'Broadcast Media'?

Broadcast media covers a wide spectrum of different communication methods such as television, radio, newspapers and magazines. All such communications should be sent via our Corporate Communications Manager Andrea Hilliard (e: **andrea.hilliard@anglia.ac.uk** and ext: **4727**). Further information on Corporate Communications can be found at the following page on My.Anglia: **www.anglia.ac.uk/corporatecomms**.