

## Communications Policy

**Formulated By:** Communications Committee

This policy is to be read in conjunction with the *Ave Maria College Electronic Communications Policy (2012)*.

### Mission Statement

A *Communications Policy* is intended to “foster ... relationships imbued with integrity and compassion between all members of the College community”.

### Rationale

The *Communications Policy* is intended to

1. Enhance the effectiveness of communications of a vibrant and dynamic learning environment
2. Support staff in the management of their work
3. Support the image of the College as a professional learning organisation
4. Remind staff of their responsibility to exercise the highest possible communications standards
5. Ensure strong brand identity

### Intentions

Our College will

1. Guide the implementation of consistent, high standards of communication
2. Alert staff to the communications standards set by the College
3. Develop and publish protocols for written communications (e.g. letters, fliers, manuals, online publications, real estate boards)
4. Develop and publish protocols for managing verbal communications (e.g. telephone calls)
5. Provide professional learning for conducting effective conversations
6. Alert the wider College community to the presence of protocols to facilitate effective communications with the College

### Consequences

The College will

1. Require staff to adhere to the protocols for written communications
2. Reserve the right to require material be resubmitted
3. Reserve the right to edit material
4. Advise staff that the College logos are registered trademarks and that unauthorised use of these trademarks is prohibited
5. Require staff to immediately direct any inquiries from the media to the College spokesperson i.e. the Principal or the Principal's delegate
6. Encourage constructive feedback to support the implementation of best practice
7. Periodically assess Ave Maria College style guidelines and refresh the guidelines as required

**Ratified by:** College Executive

**Date:** 21 February 2013