



## Policies & Procedures Manual

### Sir Syed University of Engineering & Technology

<b>Title of Policy:</b> Policy for Modes of Formal Communication	
<b>Revision Date (if any):</b> NIL	
<b>Policy Area:</b> Formal Communication	<b>Policy Number:</b> SSUET/P/Gen/018-V1
<b>Approved by (Statutory Body/ Competent Authority):</b> Vice Chancellor	
<b>Approval Date:</b> 31-03-2020	<b>Effective Date:</b> 31-03-2020
<b>Date of Issue:</b> 31-03-2020	
<b>Total Pages:</b> 03	

<b>Policy Statement</b>
It is the policy of SSUET to establish a quality management system that meets the quality standards expected by our stakeholders. To achieve this, SSUET management is committed to continuous improvement in all areas of activities.

	<b>Name</b>	<b>Designation</b>	<b>Date</b>
<b>Prepared by:</b>	Engr. Akhtar Nadyme	Director QEC	27-03-2020
<b>Reviewed by:</b>	Prof. Dr. Talat Altaf Prof. Dr. Aqeel-ur-Rehman	Dean Engg. Dean B&AS	28-03-2020

# **Policy for Modes of Formal Communication**

## **1. Preamble**

Formal communication increases efficiency within an organization. Pre-determined channels of communication provide a smooth and streamlined method of communication that travels upward and downward. Rules, procedures, instructions and policies are easily communicated to lower level employees through these channels. At SSUET various modes of communication already exist which are being made more effective and efficient through this policy document.

## **2. Introduction**

The formal communication at SSUET is mainly of three types i.e. Verbal Communication, Written Communication and Visual Communication. In this document policies for each type of communication are outlined.

## **3. Verbal Communication**

Formal verbal communication takes place when we speak with each other. It can be face-to-face, over the telephone, etc. At SSUET this is usually in form of meetings, scheduled and unscheduled. In this communication it is not just about the words, it is also about the caliber and complexity of those words, as well as, the intonation (pitch and tone) used while speaking. The words are important, however, they cannot be separated from non-verbal communication i.e. what we do while we speak often says more than the actual words such as facial expressions, posture, eye contact, hand movements etc. Realizing the effectiveness of verbal communication, all SSUET officials at managerial positions utilize it in the following manner:

- a. Periodically conduct scheduled and unscheduled meetings with their faculty members, students, teams and subordinates.
- b. Keep written record of the proceedings of the meeting usually in form of minutes of meeting.
- c. Minutes of meeting circulated to all concerned.

## **4. Written Communication**

To disseminate information in a clear and concise manner a formal written communication is effective. It is also utilized in situations where documentation is needed to prove or disapprove a claim or complaint. It is realized that a poorly written document can result in incorrect or ambiguous communication that can be embarrassing or harmful for the university. The key to successful written communication is good writing skills. Therefore, as a policy, all SSUET employees and especially the ones at managerial positions are advised to be very careful in their written communication and continually strive to improve their writing skills.

Various modes of written communication at SSUET are discussed in the following points:

- a. Intradepartmental and interdepartmental communication is encouraged to be conducted through email instead of hard copy printouts. In order to make effective use of email facility the Manager Network ensures that every employee of SSUET Grade 5 and above is assigned an email address. Moreover, different groups of email addresses are generated to facilitate bulk communication. All employees are instructed to use official email address for communication. Use of official SSUET email address for personal communication is discouraged.
- b. In some cases, it necessary to communicate using paper. The standard formats of Memo in vogue at SSUET are used.
- c. The “Notifications” and “Office Orders” generating from decisions taken by SSUET management and statutory bodies are issued by the Registrar.
- d. The students are encouraged to communicate with the university authorities through Director Student Affairs. The students submit their written complains/issues to Director Student Affairs who resolves the issue and informs the student about the outcome.
- e. The employees of SSUET communicate through their respective departmental heads.

## **5. Visual Communication**

In modern times we live in a visual society. Communication through television, videos, memes and images effect our lives much more than the verbal and written communication. SSUET being very conscious of the significance of visual communication is striving to adopt state of the art communication modes. Smart boards, LED display, teaching through multimedia and e-rostrum in classes are part of SSUET strategic plan. Additionally, classic methods such as use of posters, standees, banners and warning signs are used and placed at appropriate locations to communicate with the students and employees.

## **6. Methods of Dissemination**

Following methods are used to disseminate information, policies, rules, regulations etc. at SSUET:

- a. Emails
- b. Website
- c. Facebook and other forms of social media
- d. Notice Boards
- e. Newsletter
- f. Student Handbook
- g. Faculty Handbook
- h. Prospectus
- i. Posters, banners, standees, warning signs etc
- j. Alarms in case of Fire or Terrorist attack
- k. Help desks

The decision of using the most effective method is usually made at the originating point. However, as a general policy following is being implemented:

- a. Email is used for delivering notifications, announcements and policy decisions to the employees.
- b. Website and social media is used for communication with the students.
- c. Website also contain important documents such as, SSUET policies, student handbook, faculty handbook, prospectus etc.
- d. Facebook and other social media are part of Visual Communication with the students, faculty and all stakeholders