Bindura University of Science Education

TITLE	COMMUNICATION POLICY
POLICY NUMBER	CP 02/2024
RECOMMENDED BY	ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE OF COUNCIL - 22/10/2024 SENATE - 13/12/2024
APPROVED BY	BUSE COUNCIL - 17/12/2024

"Shaping and Creating the Future: Building Zimbabwe"

1. PREAMBLE

The Bindura University of Science Education Communication Policy was founded on the strategic importance of effective communication in all university operations. This policy aims to establish an information management framework for interaction among BUSE staff, students, clients, partners, and stakeholders. Additionally, it outlines the responsibility for disseminating university information of all types to external stakeholders.

1.1 POLICY STATEMENT

Effective communication is vital in all progressive organizations. It plays a fundamental role in achieving organizational objectives. The institution recognizes that clear communication channels create order, cohesion, enhance efficiency and effectiveness within the organization and its various stakeholders.

2. OBJECTIVES OF THE POLICY

The policy provides guidance on managing the communication process and procedures internally and externally.

3. PURPOSE

3.1 To provide BUSE staff, students, partners and stakeholders acceptable and reasonable access to information and communicating knowledge through teaching, learning, publishing research, and enhancing institutional visibility through community engagement;

3.2 To create a pathway for the responsible and open exchange of information both within and beyond the university regarding its progress, accomplishments, milestones, and challenges;

3.3 To provide guidance to staff, students, partners, and stakeholders on engaging with the media and or associating one's media publicity with BUSE;

3.4 To promote, maintain and defend the corporate image of BUSE and

3.5 To regulate the display and mounting of posters, banners, billboards, and other promotional materials within university premises, on university structures, and on university property.

4. RESPONSIBILITIES

4.1 The Chief Spokesperson of the university is always the Vice Chancellor who shall normally speak through the Director of Advancement & Public Affairs Department (DAPA).

4.2 It is the DAPA who shall speak to the media and who shall issue statements and respond to questions on behalf of the university.

4.3 Where necessary at his or her discretion, the Vice Chancellor may issue statements which may seek to correct and clarify the statement issued by the DAPA, even if these statements had been issued after consultation or are representative of previously agreed University position.

4.4 In certain circumstances, Chairman of Council, the Pro-Vice Chancellor and the Registrar may issue press statements.

4.5 In circumstances where the media seek specialized commentary of a professional or academic nature, the DAPA in consultation with the Vice Chancellor shall identify the most appropriate academic or professional to provide the information. The DAPA his or her appropriate representative should also attend the same

interview or briefing to keep the media in check and protect the university.

4.6 **Crisis Management:** In the event of a crisis of a high magnitude needing media handling or management, the Registrar, in consultation with the Vice Chancellor, shall form a Crisis Management Team, (CMT) whose responsibility would be to:-

a) brain storm on the cause or nature of the crisis;

b) determine the impact of the crisis on the image of the university and its stakeholders;

c) craft the University's course of action or position and or statements to be issued if any;

d) mobilize the necessary resources to contain or manage the crisis and

e) identify the most effective and high impact yet economic channels of communicating all relevant information to the identified stakeholders. The CMT shall assemble or be activated only for the purpose of handling a crisis and shall dissolved after performing its task.

5. **SENIOR MANAGERS**

This section of the policy refers to Principal Officers of BUSE, their Deputies, Deans, Directors and those who normally attend the Vice Chancellor's Executive Committee. Senior managers are also expected to create a non-intimidatory environment in their sections so that staff may freely;

5.1 share information relevant to their work situation

5.2 provide useful and relevant feedback that is necessary for productive engagement of staff. (A non-intimidatory environment

is necessary to inculcate, promote and maintain cordial staff relations)

5.3 give full and relevant information to middle managers on all relevant University activities and decisions so that the middle managers are, in turn, adequately informed, hence effective in their work

5.4 ensure that staff in their departments and sections are aware of the BUSE Communications Policy and know their responsibility of promoting good communication practice to both internal and external audiences and stakeholders of BUSE

5.5 ensure that whenever a member has represented their department or even represented the university in a meeting, seminar or conference, the member reports back to their department or to their senior. Where necessary, the senior manager of the relevant department may report to the university

5.6 listen to feedback and act appropriately on it and in a responsible manner.

6. MIDDLE MANAGERS

The term middle manager refers to Chairpersons of Teaching Departments, Heads of Operational Units and all those who report to the senior managers. Their role would be to:-

6.1 Seek or receive information from Senior Management and disseminate the same to staff timeously through the appropriate channels

6.2 Ensure that the managers and their working teams know, understand and practice communication in a manner that consistently upholds the BUSE Communication Policy

6.3 Maintain a healthy two way communication with all staff within their sections

6.4 Leverage communication to detect and pre-empt differences, miscommunication and conflicts.

7. **EQUIPMENT**

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

7.1 This array of communicating equipment or tools and other resources owned by BUSE and provided by BUSE for BUSE official business are to be used only for:-

7.1.1 Work related communication;

7.1.2 Approved University messages;

7.1.3 Constructive communication that promotes the good image of BUSE and or creates a pleasant or conducive environment in the workplace;

7.1.4 Healthy academic discourse that shows responsibility and respect of or for others, for non-antagonistic, non-discriminatory, non-pornographic, nonsexist and non-insultive communication and

7.1.5 Legal and non-fraudulent exchanges.

7.2 Before anyone can distribute or transmit information about BUSE, this is inclusive of but not limited to press release or statement, advertisements, posters and notices. They should:-

7.2.1 Obtain written permission or consent from the Vice-Chancellor who shall normally delegate this assignment to the DAPA, the Registrar or the Pro Vice Chancellor;

7.2.2 Have the content of the notices or messages approved by the Vice- Chancellor and

7.2.3 remove the brochures or posters after the event.

8. **BUSE LOGO**

8.1 The BUSE logo and other symbols may only be used on:-

8.1.1 Official University publications;

8.1.2 BUSE certificates whose issuance is authorized by the Vice-Chancellor or the Registrar and shall be signed by either or both of the aforementioned or any other authorized senior officer of the University;

8.1.3 Publications produced by the Advancement & Public Affairs department, approved by the Vice-Chancellor;

8.1.4 Marketing material or university publications produced with the knowledge and express concurrence of the APA or the Registrar;

8.1.5 Sportswear, uniforms and other University uniforms or branded corporate wear with express authorisation by relevant custodians of the BUSE image;

8.1.6 Official University letterheads to carry official University correspondence. No other logo except those of approved partners shall appear on BUSE letterheads;

8.1.7 Official BUSE business cards and

8.1.8 Advertisements promoting or announcing official and approved BUSE messages.

NB. Whenever and wherever the BUSE logo should be used and would be used the image of the logo should be of correct color shades and intensity and should also be of correct dimensions, proportions and the logo should be prominent (as detailed in the BUSE Brand Manual).

9. GENERAL

9.1 Members attending meetings shall show respect for University procedures and processes by:-

9.1.1 **Punctuality** - taking their seats before the meetings begin;

9.1.2 **Soberness and cleanliness** - coming to the meetings sober and in clean clothes with no offensive odors;

9.1.3 **Dress and language** - well dressed, presentable and formal where the meeting requires one to be formal and by using polite register during the meeting;

9.1.4 **Temper** - by controlling their temper and putting their points or views across without being emotional;

9.1.5 **Procedural** - by allowing other members in the meeting to make their full contributions (without interruption) and by speaking through the chairperson always and

9.1.6 **Phones**-by putting all phones on silent mode during meetings.

9.2 **Academic members of staff delivering lectures to students shall:-**

9.2.1 Meet the minimum requirements of dress "as communication code" and be presentable;

9.2.2 Communicate to students using the BUSE official language that is English. Translation of lectures to sign language will be offered as and when the need arises;

9.2.3 Communicate in a manner that makes all students feel equally respected in terms of race, religion, language, gender, economic standing and show respect to those living with disabilities or HIV and AIDS and

9.2.4 Secretaries of committees shall use correct language (spelling, grammar, tenses, punctuation and reported speech), make the Minutes available on time and in accordance with the relevant circular from the Registrar.

10. INTERPRETATION

The Registrar shall be the Custodian of the Communication Policy and shall also be responsible for Interpretation of the said Policy to staff members.

11. REVIEW

This policy will be reviewed annually and updated as necessary to reflect changes in the University needs or financial regulations.

12. EFFECTIVE DATE

This Policy document shall take effect from a date to be set by Council or the Executive Committee of Council.

Mwenje

Date 31/03/2025

Recommended By
Professor Eddie Mwenje
Vice Chancellor

Mavhiya

Date 12/05/2025

Approved By
Eng. Dr F. Mavhiya-Bhiza
Bindura University of Science Education Council Chairperson