



## COMMUNICATION POLICY

“It is always more important what your listener understands you to be saying than what you think you are telling the listener”

**PEOPLES UNIVERSITY OF MEDICAL & HEALTH SCIENCES  
FOR WOMEN  
SBA**

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# PUMHSW COMMUNICATION POLICY DOCUMENT

## 1. CITATION

This Communication Policy shall be known as the Peoples University of Medical & Health Sciences for Women Communication Policy (PUMHSWCP).

## 2. PURPOSE

The PUMHSWCP's purpose includes, but is not limited to, the following:

- To provide PUMHSW staff, students, clients, and all partners and stakeholders with acceptable and reasonable access to information, enabling them to understand and contribute towards the fulfillment of PUMHSW's strategic goals.
- To align with the University's mission and vision by effectively communicating knowledge through teaching, publicizing research, and highlighting community engagement.
- To facilitate a responsible and constructive flow of information within and about the University, including achievements and positive developments.
- To guide interactions with the media and public representations associated with PUMHSW.
- To uphold and promote the university's image and instill a culture of respect and politeness in all communications.
- To manage communications across various levels of the university structure, facilitating the resolution of conflicts and the effective use of the university's resources and logos.
- To regulate the display of posters and other materials on university premises.

## 3. RESPONSIBILITY

- The **Vice-Chancellor** is the chief spokesperson of PUMHSW, normally operating through the **Public Relation officer**
- The PRO is responsible for media interactions, issuing statements, and addressing inquiries on behalf of the university.
- In specific scenarios, the **Pro-Vice-Chancellor** and the **Registrar** may also issue statements.

- During crises, the PRO and Director Administration will coordinate with the Vice-Chancellor to form a **Communication Crisis Team (CCT)** to manage the university's response.

#### **4. SENIOR MANAGERS**

- Expected to foster a non-intimidatory environment, ensuring open access to information and feedback within their departments.
- Must keep middle managers informed about all relevant university activities to aid in the effective fulfillment of PUMHSW's strategic plan.
- Are responsible for ensuring that all staff are familiar with and adhere to the PUMHSWCP, facilitating good communication practices internally and externally.

#### **5. MIDDLE MANAGERS**

- Should actively disseminate information received from senior management to their teams and ensure adherence to the PUMHSWCP.
- Must maintain effective two-way communication within their teams, ensuring all feedback reaches senior management.

#### **6. EQUIPMENT**

- Refers to all communication tools provided by PUMHSW, including office equipment and digital platforms.
- These tools should be used responsibly to promote positive relations and professional communication within and outside the university.

#### **7. PUMHSW LOGO**

- Use of the PUMHSW logo was regulated and approved for use on official publications, university attire, and other branded materials to ensure it is represented appropriately and professionally from the syndicate.

## **8. GENERAL**

- **All members** of the PUMHSW community are expected to conduct themselves respectfully in all forms of communication, particularly in meetings and public engagements.
- Academic staff should communicate with students in a manner that respects diversity and promotes an inclusive educational environment.

## **9. PUMHSWCP AND OTHER PUMHSW POLICIES**

- This communication policy supports and is aligned with other PUMHSW policies, ensuring cohesive and consistent adherence across the university.

## **10. CUSTODIAN OF PUMHSWCP**

- Managed by the PRO under the oversight of the Vice-Chancellor's Office, ensuring its distribution and regular updates through the Administration and Human Resources Department.