



**THE UNIVERSITY OF THE WEST INDIES
GLOBAL CAMPUS**

Continuing and Professional Education Centre

**Communication Guidelines for
CPE Stakeholders at The UWI
Global Campus**

**Approved for use with CPE offerings by the Academic Board
January 16, 2025**

Table of Contents

<u>At a Glance</u>	3
1. <u>Introduction</u>	4
2. <u>Objectives</u>	4
3. <u>Scope</u>	5
4. <u>Key Principles</u>	5
5. <u>Guidelines</u>	6
<u>Email Communication</u>	6
<u>Learning Management System (LMS)</u>	6
<u>Social Media</u>	6
<u>Virtual Meetings and Webinars</u>	7
<u>In-Person Communication</u>	7
<u>Informal Communication Platforms</u>	7
6. <u>Implementation and Compliance</u>	8
7. <u>Conclusion</u>	9
<u>For More Information</u>	10

Approval statement Approved for use with CPE offerings by the Academic Board, January 16, 2025.

At a Glance

Core expectations for clear, respectful, and accessible communication

These guidelines support a cohesive and professional communication environment for students, adjuncts, staff, and other stakeholders involved in CPE offerings.



Clear communication

Use official channels, clear subject lines, formal greetings, concise messages, and professional signatures.



Accessibility

Ensure students can access the information, resources, and support needed for successful participation.



Engagement

Use the LMS and other approved platforms to promote active participation and respectful collaboration.



Privacy

Protect confidential information and share personal data only when necessary and properly authorized.



Professionalism

Use appropriate language, tone, and format in all academic and administrative communication.



Timeliness

Acknowledge inquiries within 24-48 hours and provide detailed responses within 72 hours when possible.

01 Introduction

Why these guidelines matter for CPE offerings

The University of the West Indies (UWI) Global Campus is committed to providing an inclusive, engaging, and effective learning environment for all students enrolled in Continuing and Professional Education (CPE) programmes. Effective communication plays a vital role in achieving this goal. The proposed reimaged Communication Guidelines aims to review the pre-existing 2020 “Customer Service Charter and Standards” of The UWI Global Campus (formerly Open Campus), and thereafter build upon this document to establish clear standards and protocols for communication between students, faculty, and administration to enhance the educational experience and ensure a cohesive and supportive learning environment.

02 Objectives

- **Promote clear and effective communication:** Establish standards for clear, concise, and respectful communication among all stakeholders.
- **Ensure accessibility:** Guarantee that all students have access to necessary information, resources, and support services.
- **Enhance engagement:** Foster a culture of active engagement and collaboration between students, faculty, and administration.
- **Maintain professionalism:** Uphold a professional standard of conduct in all forms of communication within The UWI Global Campus community.
- **Support academic success:** Provide guidelines that support academic achievement and the overall well-being of CPE students.

03

Scope

Where the guidelines apply and the values that guide communication

This guideline applies to all communication related to CPE programmes, courses, and other offerings at The UWI Global Campus, including but not limited to:

- **Digital platforms:** Email, learning management systems (LMS), social media, and official university websites.
- **In-person interactions:** Office hours, student meetings, and campus events.
- **Telecommunication:** Phone calls, video conferencing, and webinars.
- **Printed materials:** Flyers, posters, and official documents.

04

Key Principles

The Communication Guidelines are guided by the following principles:

- **Clarity and Accuracy:** All communications should be clear, accurate, and concise. Information provided must be fact-checked and approved by relevant authorities to avoid misinformation.
- **Respect and Inclusivity:** All communication must be respectful, inclusive, and sensitive to the diverse backgrounds and experiences of The UWI Global Campus community.
- **Timeliness:** Timely communication is essential to ensure that students have the information they need when they need it. Response times should be reasonable, with acknowledgment of receipt of inquiries within 24-48 hours and detailed responses within 72 hours.
- **Confidentiality and Privacy:** Confidential information should be protected in accordance with UWI policies and relevant privacy laws. Personal data should only be shared when necessary and with proper authorization.
- **Professionalism:** All communication should reflect the professionalism expected within an academic environment. This includes appropriate language, tone, and format.



05

Guidelines: Digital Communication

Email, LMS, and social media expectations



Email Communication

- Use official UWI email addresses for all university-related communications.
- Include a clear subject line, formal greeting, and signature.
- Keep emails concise and to the point. Use bullet points or numbered lists for clarity when necessary.
- Respond to emails within 24-48 hours during business days.



Learning Management System (LMS)

- Regularly check the LMS for updates, announcements, and assignments.
- Use discussion boards and forums to engage with peers and faculty respectfully and constructively.
- Report any technical issues to IT support promptly.



Social Media

- Follow official UWI Global Campus social media guidelines.
- Use social media platforms to positively engage with the university community.
- Avoid sharing personal or sensitive information on public platforms.



05

Guidelines: Meetings and Channels

Virtual, in-person, and informal communication expectations



Virtual Meetings and Webinars

- Be punctual and prepared for all virtual meetings and webinars.
- Mute microphones when not speaking and use video if possible to enhance engagement.
- Participate actively and respectfully, adhering to any specific guidelines provided by the host.



In-Person Communication

- Provide office hours.
- Schedule meetings in advance where possible.
- Provide necessary context or documentation when discussing specific issues or concerns.



Informal Communication Platforms

- Applications such as WhatsApp and GroupMe are not to be used as formal communication channels by adjunct faculty or staff for any academic or administrative purposes.
- All formal communication between students and adjunct faculty must occur through official university channels, such as The UWI email system or the LMS.
- Informal communication apps may only be used for non-official purposes, such as social interaction or group coordination, but must not replace formal, professional communication platforms sanctioned by the university.



06

Implementation and Compliance

How the guidelines are introduced, reviewed, and upheld

1

Training and orientation

New students, adjuncts, and staff will undergo training on this policy during orientation.

2

Monitoring and evaluation

The policy's effectiveness will be reviewed annually, and feedback from stakeholders will be solicited to make necessary adjustments.

3

Compliance

All members of The UWI Global Campus community are expected to comply with this policy. Non-compliance may result in disciplinary action in accordance with The UWI regulations.



07

Conclusion

A shared communication culture for academic excellence

This Communication Guidelines is designed to uphold the standards of professionalism, clarity, and respect expected at The UWI Global Campus. By following these guidelines, CPE students, adjuncts, and staff can foster an environment that supports effective communication, promotes academic excellence, and aligns with the university's vision to be an excellent global institution rooted in the Caribbean. This policy further reflects UWI's mission to advance learning, create knowledge, and foster innovation for the positive transformation of the Caribbean and the wider world. Adherence to these guidelines will ensure a cohesive, inclusive, and engaged learning community.



THE UWI
Global Campus

For more information

Contact the Continuing & Professional Education Centre



cpe.gc@uwi.edu

Communication Guidelines for CPE Stakeholders at The UWI Global Campus