

## Communication Process

### PURPOSE

The UL Global Communication process relates to activities associated with UL Global's key objective of two-way facilitation of students embracing the international dimension to education, either as a UL student wishing to be placed internationally, as an incoming student wishing to study at UL, or a staff member wishing to undertake mobility.

UL Global has a defined and effective planning and communications structure both internally to the Division, and externally across the institution. Additionally, UL Global ensures that communication to external stakeholders and customers remains current and informative through means such as the website, regular newsletters, social media, Campus Connect app and other appropriate channels.

### UL Global Divisional Communication

Communication is key within the UL Global team is essential for the success of the Division; clear communication ensures that team members understand their roles, responsibilities, and how their work contributes to the strategic goals of the University. This allows for the sharing of ideas, knowledge and expertise, leading to greater innovation and collaboration.

The main form of communication throughout UL Global is through planning, information sharing and operation-focussed meetings. The key to the communications process is meeting structure. These meetings encourage two-way communication: Management -> Employee, and Employee -> Management, through each section. Monthly, and annual review and planning, meetings cater for cross-sectional communications, and such meetings apply throughout the Division and its various functions e.g. Marketing, to include the VP Global and Community Engagement. Additionally, an open-door policy assists the speedy resolution of queries and issues, facilitating two-way communication in an informal but effective manner. Training, development and performance matters are captured in the [University's Performance and Development Review System \(PDRS\)](#), as outlined in the Training and Development Process.

A dedicated security group email for UL Global, distributing updates and content to all daily. Microsoft Teams is significantly used also.

### UL Global Communication to University of Limerick Community

Communication within the University community is essential for UL Global to ensure operational efficiency, foster a vibrant and inclusive community, develop partnerships and cross-divisional projects and drive the institution's strategic goals. UL Global communicates with the University community through UL Connect, social media, newsflashes and events.

UL Global also has representatives on several relevant UL committees to ensure that the Division contributes to UL-wide initiatives and can apply subsequent changes in-house thereafter. Examples include the UL Orientation, SI (Student Information system) User Group, Marketing and External Communications, Academic Regulations, VPAR Management Group and, UL Management Committees. From January 2025, a new UL Global Communications Committee further increases awareness of UL Global activities through effective internal communication initiatives and campaigns.

## UL Global External Communications

External communications are essential for UL Global to achieve its strategic marketing, recruitment and brand development targets for international students ensuring that the University is well positioned to succeed in a fiercely competitive and increasingly complex global higher education market. Aligned with the University of Limerick Strategic Plan, implementation of student-centred initiatives supports sustainable growth in student numbers, and enhances UL as a destination of choice for education.

The objectives of regular clear communication from UL Global endeavour to:

- Promote academic programs and attract prospective students.
- Enhance the university's reputation and brand image.
- Showcase the life, community and diversity of life at University of Limerick
- Communicate research achievements and contributions to society.
- Strengthen relationships with alumni, partners and industry peers.
- Foster community engagement and public awareness.
- Address public concerns or manage crises effectively.

Communications from UL Global are tailored to various external audiences, such as prospective students, current students, parents, university partners, alumni, agents, industry peers and local community. UL Global utilises a number of communication channels including:

<b>Digital Channels</b>	<b>Traditional Channels &amp; Direct Engagement</b>
<ul style="list-style-type: none"> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• Print Media</li> </ul>
<ul style="list-style-type: none"> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Printed Marketing Materials</li> </ul>
<ul style="list-style-type: none"> <li>• EdTech Platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Events</li> </ul>
<ul style="list-style-type: none"> <li>• Online Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Community Outreach</li> </ul>
<ul style="list-style-type: none"> <li>• Partnership Platforms</li> </ul>	<ul style="list-style-type: none"> <li>• International Partnerships &amp; Alliances</li> </ul>
	<ul style="list-style-type: none"> <li>• Presentations at Conferences</li> </ul>
	<ul style="list-style-type: none"> <li>• University &amp; School Visits</li> </ul>

## Stakeholder Feedback

UL Global sets about serving its varied customer base to the highest standards. Through formal and informal channels, we seek constructive feedback with a view to improving our facilities and ensuring a follow-up element is embedded in all endeavours so we can gauge our success thereafter. All UL Global interactions are handled as promoted through the [University's Dignity and Respect Policies in respect of student and staff cohorts](#), as well as the [Equality and Diversity Policy](#).

**Examples of stakeholder feedback channels include:**

- An annual student survey at institutional and/or national/international levels
- Exit survey conducted by the central UL Quality Office which is returned to UL Global
- Erasmus+ EU Commission questionnaire on the Erasmus+ academic placement for both student and staff capturing incoming and outgoing students, outgoing staff within the EU, both incoming and outgoing staff outside the EU within the framework of the funded programmes
- UL Student report on the Erasmus+ academic placement
- Annual survey of Agent users

Feedback from these sources is discussed and appropriately actioned at manager meetings, and the Divisional monthly meetings. Feedback is also discussed at the Annual Review and Planning meeting held each summer. Improvement activities are logged and allocated responsibility, action items, and deadlines in the UL Global Continual Improvements Log.

Finally, individually reported customer feedback is collected within UL Global for recording, and to address where necessary and appropriate. All forms of feedback are logged in the Customer Feedback log. This log records positive, constructive, and suggestive feedback so UL Global can continually note and act on customer input. Trends in the Customer Feedback log are reviewed by the Deputy Director, in conjunction with managers and the Quality Team as necessary, and appropriate actions are noted in the Continual Improvements log for follow-up.

**Complaints Procedure**

We place a high value on customer service and are committed to continuous improvement. All feedback is welcome. If a customer is unhappy with the quality of service they receive, a complaint should be taken up directly with the relevant staff member/manager (<https://www.ul.ie/global/quality-and-feedback>). If it is not possible to resolve the matter immediately, a response will go to the complainant within 7 working days. All complaints will be handled in confidence.

**PROCESS EFFECTIVENESS**

At a minimum, the processes are monitored for effectiveness and improvement by taking input from internal and external audits, and staff input at any time.

Revision No.	Date	Approved by:	Details of Change	Process Owner
5	24/02/2025	Denise Flannery	Information removed from Quality manual to form a standalone communications process, removing the need for the Quality Manual.	Alli McNamara