

Arab Open University

Policy and Procedure for Dissemination of Information

Version 2

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Since the information generated plays an important role in not only the smooth functioning of the institution but also in generating a positive image, it is important that there be a clear policy on dissemination of information. Dissemination of information involves targeted distribution of information to a specific audience and hence it is of extreme importance to ensure that there is selective dissemination of information. Information dissemination must be done with total awareness of the environment around so as to reduce inequities in the availability of information for stakeholders and all key players.

It is essential that Arab Open University devises a clear policy on University Publication and dissemination of information at all levels. The policy design may consider the following:

Classifying information

- University Publications
- Website
- University Policies
- Classified Information
- General Information (announcements, events, holidays, decisions)

How to treat different types of Information?

- Information for internal dissemination vs. information for public dissemination must be treated separately from each other and the information crafted must keep the targeted audience in mind.
- Information needing prior approval vs. impromptu information concerning university matters.
- Information for mass media.

Procedures:

Dissemination of any information should strictly comply with the 'Information Dissemination Policy'.

- All University publications produced either at the branch or at the headquarters should be duly quality checked and approved by the respective committees at the HQ before dissemination.
- All University's official publications and information must be accurate, consistent, legally compliant, current and accessible to the stakeholders.
- The publications must clearly have a content owner with clearly defined roles towards formulating, organizing and maintaining the accuracy of the information.
- All existing and new publications to be reproduced in either Arabic or English must ensure in all fairness the accuracy of information and must be verified for any distortion before being publicized.
- Information to be displayed on the University website needs prior approval from relevant authorities at the HQ.
- Displayed policies need to be formally approved before publicizing on the website and there needs to be a clear decision on who should be able to view the content.
- Information considering a policy change or update must be appropriately emphasized and clearly communicated to all stakeholders.
- All internal information concerning academic or administrative affairs should be disseminated with the prior approval and knowledge of the concerned Deans, administrative officers or the Vice Rectors concerned as may deem appropriate.
- Information dissemination should adhere to proper channels of communication.
- While releasing news to the press (print or visual media) at the Branch level, the same must be done with the knowledge of Department of Public Relations and Media at the HQ.
- In case of having issued any information towards publicity to external audience, the concerned branch or department shall be responsible for the

information and would be liable to appropriate actions in case of breach of university policy on information dissemination, confidentiality and policy on professional code of conduct.

- University employees shall at no point give their personal opinion to media as an official University positions. The university employees must be judicious in communicating with media on any sensitive information and as far as possible must decline from commenting.
- Universities employees when asked to comment on events organized by the University that may be newsworthy may do so only in and with the full knowledge of the concerned department organizing the event or in coordination with the public relations and media officer.