

The communication procedures of Tallinn Health Care College 2019-2023

1. General provisions

The procedures of Tallinn Health Care College (hereinafter referred to as college) provide a common basis for organising communication-related activities in the period 2019-2023.

2. Objectives and principles of communication

2.1 Objectives of communication

The college's communication objectives derive from college's mission:

“The college trains innovatively and critically thinking healthcare workers with technological competence”, and from the objectives of internal and external communication:

1. to support training of healthcare workers;
2. to increase involvement of students, employees and alumni in college's communication-related activities;
3. to consistently cover college's activities in media;
4. to reach potential students through continuous informative work;
5. to build a stronger connection with alumni;
6. to increase the proportion of activities that support college's reputation;
7. to achieve wider public awareness of study opportunities in the college.

2.2 Principles of communication

1. **Openness** – all target groups can get all necessary information sufficiently promptly and through suitable channels.
2. **Cooperation and involvement** – all communication-related activities are planned and conducted involving all concerned parties or their representatives.
3. **Consistency and regularity** – all target groups are informed about college's activities regularly through optimal channels.
4. **Currency** – communication happens with minimal delay for the topic to remain relevant. Any kind of information is forwarded sufficiently early so that target group will have time to respond.
5. **Relevancy** – content of information meets target group's expectations.

3. College's communication divides into internal and external communication

3.1 Objective and principle of internal communication

The objective of internal communication is to ensure interorganisational information exchange that supports achieving college's strategic objectives, developing common attitudes, and an open dialogue. The principle of internal communication is that every employee has the right to address an important topic.

3.1.1 Target groups of internal communication

- college employees – rector, vice rector, lecturers-teachers and supporting staff;
- students – students of higher education, students of vocational education, participants in continuing education courses.

3.1.2 Channels of internal communication

Electronic channels

Name	Ensuring system	Description
Information System of Estonian Schools (EKIS)	https://ekis.ee	Information system for managing college's documentation
Webpage	www.ttk.ee	Publishing news and up-to-date information
Internal web	www.sise.ttk.ee	Forwarding internal information to employees
Email Study Information System (ÕIS)	Official email addresses ending with ttk.ee and student.ttk.ee	Prompt forwarding of study- and work-related information to students and employees via mailing groups
Office 365 cloud service	https://tallinnhealthcarecollege.sharepoint.com/	Sharing work documents

Other channels

Name	Frequency	Description
Rector's briefing	Once a quarter	Addressed to all employees. The objective is to forward information from management to employees
Information meeting	Once a week	Addressed to heads of departments. The objective is

		to forward relevant topics and up-to-date information to managers. Meetings are not protocolled
Other meetings	According to need	Sharing information, work tasks etc inside a unit or between working groups
New employee training	According to need	The objective is to give new employees a full picture of the college and to introduce all important documents and information channels

3.2 Objective and principle of external communication

The objective of external communication is to impartially inform society and interest groups about college's activities, and to promote the college to potential students.

The principle of external communication is to create a positive and objective image of the college to the public, media, partners and other interested parties.

External communication is organised following the best known practices of public relations.

3.2.1 Target groups of external communication

1. potential students – basic and secondary school students, adults interested in learning;
2. study and career counselling specialists;
3. alumni;
4. healthcare service providers – hospitals, family doctor centres, polyclinics etc;
5. professional associations – professional and speciality unions;
6. city and local governments;
7. research and development institutions;
8. representatives of other colleges/universities;
9. private companies;
10. ministries – Ministry of Education and Research, Ministry of Social Affairs, Ministry of Justice etc;
11. population as a whole.

3.2.2 Channels of external communication

1. webpage www.ttk.ee – college's most important, comprehensive and up-to-date communication channel, accessible to all target groups;
2. informative events:
 - at college – open doors day, job shadow week, college tours, speciality days, conferences;

- outside college – fairs, career info days, speciality days, conferences, seminars, trainings, information days of other institutions;
- 3. direct communication – interaction through meetings and phone calls;
- 4. social media channels;
- 5. email, mailing lists and electronic publications;
- 6. television and radio;
- 7. print media – periodical newspapers, magazines, national as well as local print publications (in Estonian and Russian), speciality publications, publications of organisations;
- 8. single publications (special issues distributed with periodical newspapers);
- 9. informative materials prepared, printed and distributed by college.

4. Strategy of communication

Planning and conducting activities for achieving communication objectives is target group centred, as receiver's preference is taken into consideration when choosing the optimal channel.

Communication strives for openness, honesty, cooperation, consistency, objectivity, currency and relevancy. All activities are conducted with a reference to Tallinn Health Care College and distributed materials are marked with required symbols (the objective and procedures of using college's symbols are stated in the document "The procedures of using symbols of Tallinn Health Care College"). If symbols cannot be used due to the nature of materials or channel, it will be referred to verbally.

Activities related to communication are planned and conducted in accordance with college's academic calendar, marketing and communications specialist's work schedule, public event calendar and college's budget.