

The communication procedures of Tallinn Health Care College 2012-2016

1. General provisions

The communication procedures of Tallinn Health Care College state the common grounds from which Tallinn Health Care College (hereinafter college) proceeds in the organization of its communicational activities during 2012-2016.

2. The objectives of communication

The college's communication objectives originate from the college's mission, which is:

The college trains health and well-being staff who carry out Estonian health care policy by offering health care services and support population health through promotional activities.¹

The communication objectives:

- a) To support the training of health and well-being staff through activities;
- b) to increase the contribution of students, staff and alumni into the college's communicational activities;
- c) to continuously reflect college's activities in public media;
- d) reaching potential students through continuous public informing;
- e) to create a more intensive connection with alumni;
- f) to raise the proportion of activities supporting college's reputation;
- g) to reach a greater public awareness about the study possibilities in college.

3. Communication principles

- a) Openness – all target groups have the possibility to gain necessary information relatively quickly and through appropriate channels.
- b) Cooperation and involvement – all involved parties or their representatives are included into the planning and implementation of communicational activities.
- c) Continuity and regularity – information about college activities must be forwarded to all target groups on a regular basis by using the most optimal channels.
- d) timeliness – communication is carried out in the shortest delay time as possible so that the issue would not lose its actuality. All information will be forwarded early enough so that target groups have time for reaction.
- e) Relevance – the contents of information corresponds to the expectations of target group.

4. The college's communication is divided into internal and external communication

¹ The mission will enter into force after the approval of college's action plan for 2012-2016

4.1. The objective and principles of internal communication

The objective of internal communication is to guarantee the passing of information inside organization that will favour the achieving of college's strategic goals and harmonizing of attitudes.

The general principle of internal communication is that every employee has the right to discuss an important issue. The initiative of employees in raising issues or solving them is highly valued by college.

4.1.1. The target groups of internal communication

- a) College employees – rector, vice-rectors, lecturers and supporting staff;
- b) Learners – students, pupils, participants in continuous education.

4.1.2. The channels of internal communication

Electronic channels

No	Channel	Assuring system	Description
1	Document management system	Amphora Google Docs	Management and archiving of procedural and other work documentation
2	Web page	www.ttk.ee	Publishing of news and instant information.
3	Internal web	www.ttk.ee/editor	Parallel/cooperative managing of necessary work information
4	e-mail e-post	SquirrelMail (mail.ttk.ee) and official e-mail addresses with ttk.ee ending	Forwarding urgent work information to staff by using mailing-groups.

Other channels

No	Channel	Frequency of occurrence	Description
1	Rector's briefing	At least once a month recommended	Addressed to all employees. The purpose is the forwarding of important developments from rectorate.
2	Information meeting	Once a week	Addressed to middle level/field managers and heads of chairs. The purpose is forwarding important issues and instant information to managers. Meetings are not recorded.

3	New employee training	Accordingly with new employee recruitment	The purpose is to provide a general picture to new employees about college, and to introduce all important documents and channels for passing information.
4	Other meetings	When necessary	Sharing information, assigning work-tasks inside unit or a work-group.

4.2. Objective and principle of external communication

The objective of external communication is the supporting of college's basic activities through positive image and through relations with target groups established on mutual understanding.

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

External communication is carried out by following the best known communicational practices.

4.2.1. The target groups of external communication

- a) Potential learners – basic school and secondary school pupils, adults interested of continued studies;
- b) Study and career counselling specialists;
- c) Alumni;
- d) Health care service providers – hospitals, family doctor centres, clinics etc;
- e) Speciality unions – speciality and professional unions;
- f) City and local governments;
- g) Research and development centres;
- h) Representatives of other colleges/universities;
- i) Private enterprises;
- j) Ministries – Ministry of Education and Research, Ministry of Social Affairs, Ministry of Justice etc;
- k) Population generally.

4.2.2. Channels of external communication

- a) Web page www.ttk.ee: the most important, capacious, up-to-date channel that is available to all target groups;
- b) Information events:
In college – days of opened doors, introductory tours, speciality days, conferences;
Outside college – fairs, days of career information, speciality days, conferences, seminars, trainings, information days of other organizations;
- c) Direct communication – communication in meetings as well as by phone;
- d) Social media channels;
- e) E-mail, mailing-lists and e-publications;
- f) Television and radio;
- g) Writing media – periodic newspapers, national as well as local journals (in Estonian and Russian language), speciality-publications, publications by organizations;

- h) Single special publications (special newspaper editions issued with periodic newspapers);
- i) Information materials composed, printed and distributed by college.

5. Communication strategy

For achieving communication objectives, the planning and executing of activities is based on the priority of target groups, selecting the optimal channel by considering recipient's preferences for information channel.

The aims of communication: openness, cooperation, continuity, timeliness and relevance.

A reference to Tallinn Health Care College will be made in all activities, the distributed materials will be marked with required symbolics. If the symbolics can not be used because of the specifics of material or channel, it will be referred to orally.

Communication activities are planned and executed accordingly with college's academic calendar, also with the work plan of public relations manager, the schedule of college's public events, and the budget.