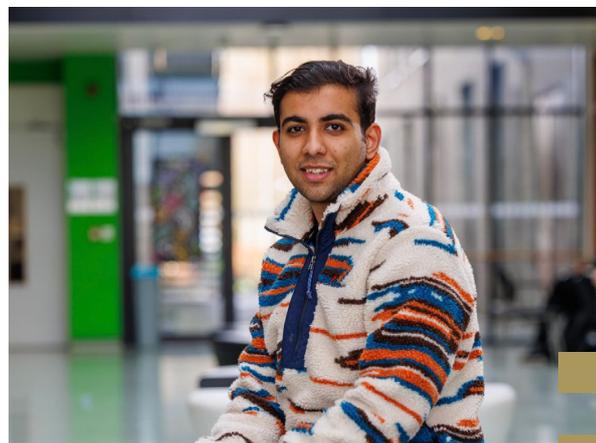




Student Communications Commitment Statement





Background and Context

The Technological University of the Shannon (TUS) is committed to enhancing the student experience by delivering clear, inclusive, and impactful communication that fosters engagement, belonging, and student success across all campuses.

Internal and external reviews—such as the CINNTE panel and the Peer Review Panel for the Strategic Review of Student Services—have highlighted the need to develop a coordinated approach to student communication across all stages of the student journey. To address these gaps, we have developed a Student Communications Commitment Statement.

Developing a communications commitment statement is a vital step in ensuring and assuring that TUS delivers consistent, clear, and effective messaging across all channels and campuses.

This initiative outlines a consistent, student-focused approach to communication across the University and will serve as a guiding framework for all departments and staff engaging with students.

Aim

To develop and publish a Student Communications Commitment statement that outlines the principles, tone, and values that underpin all student-related communications.

Objectives

- Ensure students are aware of essential services, resources, deadlines, and opportunities, with communications that are coordinated and aligned across all campuses.
- Encourage active participation in campus life, academic communities, clubs, societies and events to enhance the student experience.
- Help students navigate challenges by signposting available support services, wellbeing initiatives and success pathways at the right time.
- Enable meaningful student feedback, to shape communications content, channels, and tone – placing the student voice at the core of the strategy.
- Build a sense of shared identity and connection, reinforcing that all students are part of one university community.

TUS Student Communications Commitment Statement

TUS aims to foster an inclusive student experience where communication is the bridge connecting students to support, information, and community. By actively championing the student voice, promoting diversity, and fostering both academic and personal growth, we ensure that every student feels informed, valued, and empowered.

Our commitment is dynamic, evolving with the needs of our students, and grounded in continuous feedback to ensure that communication remains a powerful force for success. Together, we strive to build a thriving, engaged, and supportive TUS community where every student can reach their full potential.

At TUS, we are dedicated to delivering clear, timely, inclusive, and student-centred communication. Our goal is to empower every student to thrive academically, socially, and personally throughout their university journey.

We recognise that effective communication is essential for building trust, fostering engagement, and supporting student success. We are committed to ensuring that every student feels informed, valued, and connected while studying at TUS.

Principles

The principles of our Student Communications Commitment Statement:

Represent and Champion the Student Voice

We believe that the student voice is essential to creating a thriving university community. Communication is a two-way process, and we are dedicated to ensuring that students are heard, that their experiences are shared, and that feedback on university life is valued. By actively listening to students, we aim to continuously improve communication quality to better reflect their needs, interests and concerns.

Diversity, Belonging and Inclusive Environment

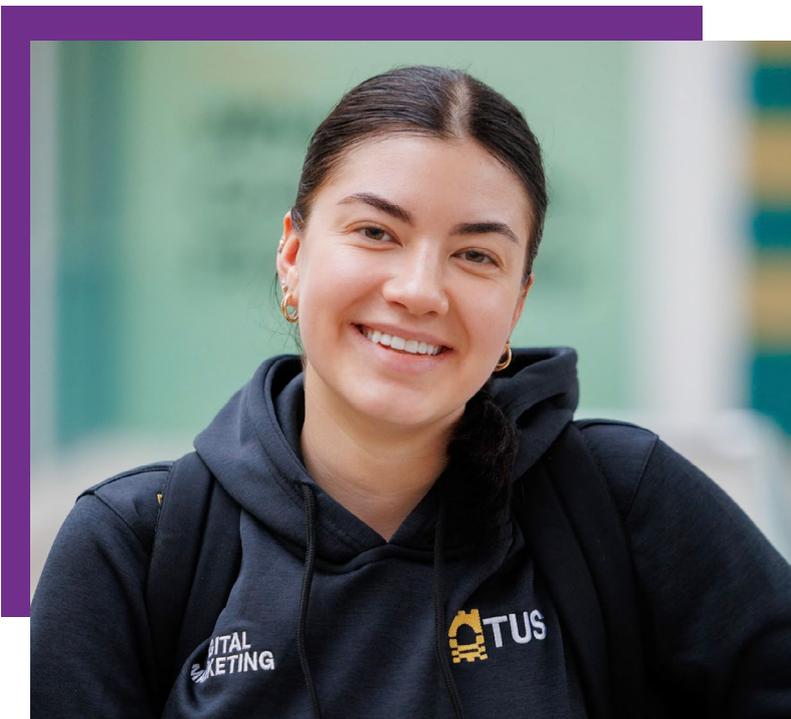
TUS is committed to fostering an environment where all students, regardless of their background, feel valued and included. We strive to ensure that our communications reflect the diverse identities, cultures, and experiences within our student body, promoting a sense of belonging for all. We are dedicated to promoting inclusivity and ensuring that every student feels like an integral part of the TUS community.

Learn and Grow Together

We are committed to supporting student growth—both academically and personally—through effective, timely and informative communication. Our communications provide students with the tools, resources, and

information they need to navigate their university experience, empowering them to succeed and flourish in all aspects of their lives.

This commitment is not static—it will evolve alongside the needs and expectations of our students. We will regularly review and improve our communication practices based on ongoing feedback and engagement.



Values

The values that underpin our student communications commitment:

Inform - Engage - Support - Listen - Unify

We commit to delivering clear, timely, relevant, and inclusive communications that inform, engage, support and unify our student community. Grounded in student feedback and values, our communication approach will be student-centred and responsive to the diverse needs of all TUS campuses.

- **Inform** you of essential updates, services and opportunities.
- **Engage** you in a vibrant university life and academic journey.
- **Support** you through accessible and empathetic guidance.
- **Listen** to your voice, valuing your experience to shape our communications.
- **Unify** our community, fostering a shared identity across all campuses.