



Electronic Communication with Students Procedure

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

Functional category	Operations
Parent policy	Electronic Communication with Students Policy
Approval date	April 16, 2025
Effective date	April 16, 2025
Procedure owner	Vice President, Enrolment and Communications
Procedure administrator	Manager, Registrar

Overview

NorQuest College (College) recognizes that effective communications are integral to the student experience and ensures electronic communications to students are professional and informed.

The purpose of this procedure is to identify authorities for sending electronic communications to students, outline when it is appropriate to use a student's personal or college email address and identify all modes of electronic communication used by the College to communicate with students.

Authority to establish this procedure is derived from the [NorQuest College Board of Governors Policy No. 5](#) which delegates authority to the President and CEO to establish policies and procedures for the College's management and operation.

Procedure

- All communications with students must align with the College brand standards and originate from institutional systems and accounts.
- Employees and Faculty must use their College issued email account, the Learning Management System, or other College approved communication tools when electronically communicating with students.
- International applicant information is communicated via the Virtual Admission System (VAS).
- Authority to send communication to students is provided as follows:
 - To a single recipient, the communication may be sent directly from the initiator.
 - To multiple students in the same program or area of studies, the sending office is to be determined by the Faculty or program area.
 - To multiple students in the same program or area of studies, with enrolment or schedule change information the sending office is the department within the Office of the Registrar initiating the communication.
 - To multiple students across different areas of study, with information that relates to admissions, enrolment, fees, funding, or graduation, the sending office is the Office of the Registrar.
 - To multiple students across different areas of study, prospects, or alumni, and for any communications not mentioned above, the sending office is Marketing and Communications.
- The sending office is responsible to ensure that the email is in compliance with all relevant legislation, including but not limited to the *Freedom of Information and Protection of (FOIP) Privacy Act* and that the contact information of each recipient is protected.
- The College issued email address will be the primary vehicle for all official communications after a student's program and/or course has started until the completion of their program/course.
- Personal email addresses, text or direct messaging may be used for communicating with:
 - Prospects
 - Applicants, for information pertaining to their application

- Current students who have not responded to a critical enrolment, fees, funding or graduation task sent to their NorQuest email.
 - College Alumni
- Text or direct messages will re-direct applicants or students to their personal and/or NorQuest email for specific information.
- At the discretion of the authorized sending office and in accordance with FOIP, the personal email address, text or direct messaging may be used in addition to the college issued email address for communicating information related to:
 - Time sensitive issues
 - Emergency situations
 - Security concerns
 - Withdrawal from studies or outstanding fees.
 - A formal academic or Office of Student Judicial Affairs hearing or decision.
 - Current registration in a non-credit course or program.
- Initiators of electronic communication should review [Web Accessibility Guidelines](#) and resources to ensure accessible messaging.
- For social media use, please refer to the [External College Communications Procedure](#).

Definitions

Applicant: an individual who has submitted an application for admission to a NorQuest College program.

Electronic communication: anything that is created, recorded, transmitted or stored in digital form or in any other intangible form by electronic, magnetic or optical means or by any equivalent means. This consists of information communicated by email, text or direct messaging or via a learning management system, website or portal.

Graduate: a student who has successfully completed all course requirements in a certificate or diploma credit program and is issued a parchment.

Student: (for the purposes of this procedure:) Means a person who is registered and attending a course(s) or program(s). Another term for student is Learner.

Related information

NorQuest College

- [College Marketing and Communications Policy](#)
- [Digital Security Policy](#)
- [Electronic Communications with Students Policy](#)
- [External College Communications Procedure](#)

External

- [Freedom of Information and Protection of Privacy Act](#)
- [WCAG 2 Overview | Web Accessibility Initiative \(WAI\) | W3C](#)

Next review date

April 2026

Revision history

Date	Version Number	Action
May 2017	V1	New
August 2019	V2 (published as V1-C)	Compliance Office template & reorganization update
April 2025	V3	Communication mode, originator, legislation and guideline updates