

# **GOOD AND INEFFECTIVE PRACTICES ON IQA**

## **Internal and external communication: iInformation is power!**

### **1. Introduction**

It's very important in the Agency that the channels of internal and external communication are well defined and they are effective. The information has to be communicated in the adequate moment to the staff in relation with it.

If you achieve this, you can avoid problems of coordination, helping to organize better the projects. Other possible benefits are the improvement in the work environment and a greater involvement of the staff.

### **2. Internal communication in ACSUG**

#### **Good practices:**

- Periodic staff meetings: organization of the meetings sufficiently in advance, list of aspects to talk about, inclusion of general (but not very large) information about the activities, a point of improvement proposals of the staff.
- Tools to share information: Internal network for the information. Databases of legislation, suppliers, agreements, etc. Shared folders divided in activities. Calendar with the activities of each day.
- It's important to appoint clearly a person responsible for the internal communication and also fostering the general participation of all staff.

#### **Ineffective practices:**

- The agency director, coordinators of area, etc has to promote and give importance to the internal communication.
- The information interchange has to be in all directions: not only up-to-down (common direction). At the same job level, Cross-area and down-to-up communications are necessary too. All staff can have good ideas to improve the Agency activities: "several little improvements can cause a great change".

### **3. External communication in ACSUG**

#### **Good practices:**

- Satisfaction surveys in the activities: it's important to insist in the relevance of the participation in the surveys.
- Information meetings with the university stakeholders: (not only with the rectors or people with high level responsibility).
- Computer applications in the activities: fast tool to fulfil the application requests, to include information and share it, allowing the remote access.
- Website: it's very important to have a well organised, easy to surfer and an updated website, because almost all people only have contact with the agency through the website. It's basic the appointment of a person responsible for the website update.

#### **Ineffective practices:**

- Suggestion box in the website and in the headquarters: the main idea is good but people usually prefer to make a phone call to explain something.
- Computer applications: problems with the general knowledge of people about the computer field in some cases. Sometimes the legislation limits the level of computerization you can implant.
- Website: As it is said above, if you don't dedicate the necessary time to update the website, the general opinion of the users will be not very good.

Thank you!

**Luis Carlos Velón Sixto.**  
**Agency for Quality Assurance in the Galician University System (ACSUG)**