

TYPE:	Administrative
TITLE:	Feedback
NO.:	ADMIN-264
RESPONSIBILITY:	Associate Vice President, Communications and Marketing Chief Administrative Officer
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	June 2020
REVISED DATE(S):	
REVIEW DATE:	June 2023

1. Introduction

The College receives feedback and/or inquiries from many stakeholders on a regular basis. This procedure addresses feedback related to DC Cares and not covered in other academic and administrative policies and procedures (e.g. Academic Program Review and Renewal, Faculty Performance Appraisal, Harassment, Workplace Sexual Harassment and Discrimination, Student Complaints, Student Conduct).

2. Purpose

This policy and procedure provides a framework to ensure that the feedback process at Durham College (DC) is well-coordinated, effectively managed and responsive to inquiries in order to provide accurate information and quality customer service.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

- 4.1. DC champions two-way communication by providing regular opportunities for feedback and/or inquiries. Four methods used to ask questions and provide feedback designed specifically for employees, students, and the general public are available under the umbrella of DC Cares. These methods include email, DC website, live chat and paper-based forms.
- 4.2. All communications are guided by DC's mission, vision, values, brand and policies.

5. Procedure

5.1. A customer submits feedback to DC via:

- a) DC Cares email address/DC website online form/live chat.
- b) DC Cares drop boxes.

Cards that contain a customer's contact information will receive acknowledgement by means of an email or telephone call within one business day from the time of collection. Comment cards are picked up on a monthly basis by a designate at various campus locations.

5.2. Feedback is recorded in a Feedback Tracking System.

5.3. Feedback is reviewed by the executive assistant, Communications and Marketing or designate, to determine if the matter can be resolved using general information, the college website, the online FAQ or other common resources. From there, two possibilities exist:

- a) The feedback can be resolved by the executive assistant or,
- b) The feedback cannot be resolved at this stage because it is department-specific and needs to be escalated to the department responsible for responding.

5.4. A secondary response informing the customer of the resolution is sent via:

- a) DC Cares email address:

A researched response is sent by means of an email within one business day.

- b) DC Cares drop boxes:

A researched response is sent by means requested within five business days from collection if the customer provides appropriate contact information.

5.5. Feedback is escalated to the appropriate person for additional input, investigation and final resolution. There are two possibilities:

- a) The feedback is escalated to the vice-presidential level for further investigation and/or decision.
- b) The feedback is resolved and the customer is contacted by the department responsible for responding. The responsible department will provide Communications and Marketing (C+M) with an update of the resolution for tracking purposes.

- 5.6. The Feedback Tracking System is updated with appropriate notes.
- 5.7. A feedback summary is prepared monthly and provided to the Durham College Leadership Team. Trends, common requests or unresolved feedback is identified to ensure accountability and that issues are resolved.

6. Roles and responsibilities

- 6.1. The associate vice-president, Communications and Marketing is responsible for ensuring that the Feedback procedure is fully implemented.
- 6.2. It is the responsibility of the executive assistant, Communications and Marketing to capture, escalate, track and report feedback activity to the associate vice-president, Communications and Marketing.
- 6.3. It is the responsibility of the identified feedback contact of each area that has received an escalation to resolve each feedback instance and to provide C+M with an update for tracking purposes.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the media, which could lead to significant financial loss and damage to the College's reputation.

9. Communications plan

The associate vice-president, Communications and Marketing will ensure that a message is posted on ICE alerting employees when departmental policies and procedures are created or revised. Policies and procedures relevant to students will be posted to MyCampus and the Durham College website.

10. Related forms, legislation or external resources

- [DC cares request form](#)