

TYPE:	Administrative
TITLE:	Feedback
NO.:	ADMIN-264
RESPONSIBILITY:	Chief Administrative Officer + Associate Vice-President, Communications and Marketing
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	May 2023
REVISED DATE(S):	
REVIEW DATE:	May 2026

1. Introduction

The College receives feedback and/or inquiries from many stakeholders on a regular basis. This procedure addresses feedback submitted 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 opportunities for employees, students and the public to provide feedback and/or submit inquiries through email and the DC website under the DC Cares umbrella.
- 4.2. All communications are guided by DC's mission, vision, values, brand and policies.

5. Procedure

- 5.1. A student, employee or member of the public submits feedback to DC via:
 - a) DC Cares email address.
 - b) DC website online form.

- 5.2. Feedback is reviewed by a DC Cares representative, 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 DC Cares representative or,
 - b) The feedback is escalated to a specific subject matter expert [department or Faculty] for a response.
- 5.3. A secondary response informing the customer of the resolution is sent via the DC Cares email address. A researched response is sent by means of an email within two business days.
- 5.4. Feedback is escalated to the appropriate person for additional input, investigation and final resolution. There are two possibilities:
 - a) Unresolved 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/Faculty responsible for responding. The responsible department will provide Communications and Marketing (C+M) with an update of the resolution.

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. The manager, Events and Special Projects is responsible for overseeing the implementation of the procedure, providing guidance and direction to the DC Cares representatives and escalating unresolved issues to the associate vice-president, Communications and Marketing.
- 6.3. It is the responsibility of the DC Cares representatives to respond to feedback, escalate it to the appropriate department as required and report unresolved issues to the manager, Events and Special Projects.
- 6.4. 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.

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 Multi-Year Accessibility Plan.

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. Related forms, legislation or external resources

- [DC cares request form](#)