



CONCISE

Your message should convey all necessary facts.

Avoid saying the same thing twice in different words. In addition, avoid repeating information that already exists elsewhere in the course; instead, refer to the area where the information can be accessed.

A CONCISE communication:

- Uses the fewest necessary words
- Highlights your main message
- Saves you and your student time

COURTEOUS

Courtesy takes into account the feelings, thoughts, and ideas of students.

Courteous communication is open and honest, friendly and warm. This is especially significant in the online classroom with the majority of interactions taking place in writing, without verbal and visual cues.

A COURTEOUS communication is:

- Friendly, open, and honest
- Sincere and enthusiastic
- Positive and audience-focused





COMPLETE

Completeness reduces the amount of back-and-forth exchange you might have with a confused student.

A message that is too brief can be interpreted as dismissive or uncaring. It can also contribute to misunderstandings. To save time in the long run, consider all possible options in a given situation and address each of these in your communication.

A COMPLETE communication:

- Provides additional information as needed
- Doesn't leave unanswered questions
- Improves decision-making
- Balances brevity and message requirements



CONCRETE

Concrete communication provides clear and specific direction.

VAGUE: If you follow assignment guidelines, the paper should be about a page long.

CONCRETE: This reflection assignment should address the prompt in full. Students are typically able to achieve this in three paragraphs.

A CONCRETE communication:

- Strengthens student confidence and informs action.
- Is supported by specific facts and figures. Leaves no room for misinterpretation.

CONSIDERATE

Effective communication takes into account the viewpoint, mindset, and developmental level, etc. of the student as much as possible.

A CONSIDERATE communication:

- Maintains the self-respect and emotional well-being of students.
- Emphasizes “you” and “we”.
- Demonstrates interest and increases the likelihood that the message will be positively received.



CREATIVE

Creative communication considers student engagement.

A CREATIVE communication:

- Increases potential for retention and supports collaboration.
- Stands out through catchy subject lines, hypothetical questions, thought-provoking imagery, and anecdotes that support a point.





CLEAR

Clear communications is focused and doesn't sacrifice meaning by trying to achieve too much.

A CLEAR communication:

- Fosters understanding – purpose is quickly discernable
- Identifies the scope
- Provides appropriate and accessible language for the audience