

EFFECTIVE COMMUNICATION ROLE OF SECRETARIES IN CAMPUS ORGANIZATIONS

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Abstract. *This study examines the role of secretaries in effective communication within campus organizations, focusing on their contributions to problem-solving and decision-making. The research, based on a survey of secretaries, highlights the frequency of communication, problem identification methods, and the effectiveness of communication in conflict resolution. The findings suggest that while frequent communication promotes transparency and collaboration, its quality is essential for clarity and impact. Challenges like misunderstandings and communication barriers emphasize the need for targeted training in conflict resolution, persuasive communication, and strategic decision-making. The study concludes that focused professional development can significantly enhance secretaries' communication skills, improving organizational practices and outcomes.*

Keywords: *Effective communication, secretary, campus organization.*

INTRODUCTION

To fulfill its critical role in supporting the efficient operations of campus organizations, a solution needs to enable seamless communication between student and faculty stakeholders. Frequently the key support of an organization, secretaries are essential in coordinating information flow, organizing activities, and supporting communication between members as well as with faculty or other external stakeholders. Every leader must realize that how effectively they are able to communicate makes all the difference to their success as an individual and that of their organization. For example, as administrative professionals, secretaries are the face of inquiries and central authorities that influence leadership outcomes (Smith & Jones, 2020; Bell et al., 2019).

Secretaries communicate using written, verbal, and non-verbal means in a wide variety of formats—from emails to formal reports—and in person. However, while the