

Public Information Policy and Procedures

Designation number	LC010	Title	Public Information Policy and Procedures
Current Version number	August 2020 v5	Review date	August 2021
Published on website	Yes	Related policies and/or procedures	Data Protection Policy and Procedure Information Technology Policy
Relation to QAA requirements (parts of code covered)			
Informed by UK Quality Code – Core Practices for Standards and Quality			

1.0 General Policy Statement

The London College UCK undertakes to publish and communicate information that is accurate, fair, reasonable and timely. We aim to enable external audiences to form an accurate impression of the institution and enable them to make informed decisions with regard to their location of study. We will ensure that all Public Information is compliant with Professional, Statutory & Regulatory Bodies' (PSRB) requirements.

1.1 Scope

This policy covers information published in electronic or printed form which refers to academic programmes, services, corporate strategy, policies and press & media communication. It does not cover letters, verbal communication, presentations, teaching and learning material, staff recruitment advertisements, the outputs of research and scholarly activity or the content of creative work.

Specifically this policy and accompanying procedure aim to assure the accuracy of the following:

- 'Programme Specification' – a document approved by our Awarding organisations to contain specific information about an individual programme of

study, its intended outcomes and the means by which these outcomes are achieved and demonstrated.

- ‘Prospectus’ – substantive document cataloguing programmes and related information. The online prospectus is a digital copy of the approved printed prospectus.
- ‘Website’ – The College’s central online presence which includes all information for courses, admissions, student support. It is also the main online presence controlling all other social media outlets and representing the College in the online public domain.
- ‘Publications’ – documents and other items published by the College itself, including the prospectus, brochures, leaflet, flyers, web pages and information available to students through the UCAS site.
- ‘External Publications’ – documents and other items published by the College’s awarding bodies.
- ‘Advertisements’ – text/image which appears in an external publication or online, where that appearance is paid for by the College.
- ‘Directory entries’ – information published externally without a charge being made to the College.
- ‘VLE’ – the College’s virtual learning environment is a resource for current students which enables them to access course and module information.
- ‘Social Networking’ – information published by the College on social networking resources, inclusive of, but not exclusive to, Facebook, Twitter, Google +, Instagram, YouTube, Tumblr and Sound cloud.

1.2 Press and Media Communications

The College attracts wide press and media attention at a local, regional, national and international level. The College’s aim is to engage with press and media in an effective and constructive manner in order to build the College’s reputation and to contribute to public debate. To achieve this, key members of staff can authorise representatives to speak on the College’s behalf. These key members are:

- Head of Marketing & Recruitment
- Principal
- CEO

1.3 Legal Context

Public information is communicated in the context of legislation and best practice guidelines, including the Data Protection Act 2018, the GDPR and Freedom of Information Act.

2.0 Website and online media

The Marketing department is responsible for the accuracy of the online presence of the College. Marketing must ensure, through a locally-arranged process of regular review and thematic audit (see 3.0), that information is accurate, substantiated and appropriate.

Any images, video or music must be the copyright of the College or where this is not the case, must only be used with permission.

The Marketing Team also monitors all digital outlets for potentially offensive material and aims to ensure that any material is removed as appropriate. Social networking sites badged as belonging to the College, departments or functions must be managed appropriately, with processes in place to deal with user-created content and behaviours of participants who may not be formally part of the College.

3.0 Thematic Audit

3.1 Purpose

The purpose of the Thematic Audit is to provide a mechanism which enables the College to confirm that the Public Information Policy is being applied consistently across all outlets.

3.2 Ownership

Thematic audits are overseen by the Marketing Department and managed and led by the Head of Marketing in association with the Principal.

3.3 Audit Procedure

A number of thematic audits will normally be undertaken through the course of the academic year. Such audits will cover specified areas such as the prospectus, the website and VLE to assess current content and practice across all relevant aspects of the Quality Code.

3.4 Reporting & Follow-up Activity

Subsequent to an audit, an action plan will be submitted to the Academic Board along with the audit report findings.

4.0 Procedure

The Quality and Standards Committee, receives and approves all the published information.

These are then forwarded to the Academic Board for ratification and final sign off prior to publication.

The communication of public information is authorised by the Principal.

The Proforma below outlines staff responsibility for sign off of relevant areas of public information for the academic year 2019-20.

Proforma for Public Information Sign-off

Types of public information (please tick)

Course Handbook	√
Website	√
Prospectus	√
Other (please state)	

Action/Amendments Required

- Update all policies and procedures
- Update all course prospectus to reflect the current courses
- Full Report on accuracy of all links on the Website

Actions Taken

- Finalised Policies and Procedures
- Finalised design of Prospectus and Handbook
- Full report on website links submitted.

Date: 10th Sep 2019

Signature of confirmation: M Scott

The End