



Public Information Policy and Procedures

Last Reviewed: July 2017

Next Review Date: July 2018

Version Number: v1.4

Informed by Quality Code Chapters: Part C

1.0 General Policy Statement

The London College UCK aims 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 aims 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 printed document cataloguing programmes and related information. The online prospectus is a digital copy of the approved printed prospectus.



- 'Website' – The Institute'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 Institute in the online public domain.
- 'Publications' – documents and other items published by the Institute 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 Institute's awarding bodies.
- 'Advertisements' – text/image which appears in an external publication or online, where that appearance is paid for by the Institute.
- 'Directory entries' – information published externally without a charge being made to the Institute.
- 'VLE' – the Institute virtual learning environment is a resource for current students which enables them to access course and module information.
- 'Social Networking' – information published by the Institute on social networking resources, inclusive of, but not exclusive to, Facebook, Twitter, Google +, Instagram, Youtube, Tumblr and Soundcloud.

1.2 Press and Media Communications

The Institute attracts widespread press and media attention at a local, regional, national and international level. The Institute's aim is to engage with press and media in an effective and constructive manner in order to build the Institute's reputation and to contribute to public debate. To achieve this, key members of staff can authorise representatives to speak on the Institute'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 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 Institute. 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 Institute or where this is not the case, 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 Institute 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 Performa below outlines staff responsibility for sign off of relevant areas of public information for the academic year 2017-18.

Performa 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 2017

Signature of confirmation: M Scott

The End