Public information policy (Higher Education)

Document change control

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Revision history

Version	Type (e.g. replacement, revision etc…)	Date	History (reason for changes)
V1	Replacement	March 2016	This new policy replaces previous policies following recommendations of the CMA working group
		August 2018	Placed policy on new (current) template. No other changes.

Monitoring and review

- This policy will be reviewed by the Academic Board at least every **** years.

Contents

1. Executive summary (including purpose and scope)

Bradford College's Public Information policy has been informed by the Quality Assurance Agency's Quality (QAA) Code for Higher Education (Part C). The QAA's Quality Code is the definitive reference point for all UK higher education institutions and sets out how academic standards are established and maintained and how the quality of learning opportunities are assured and enhanced, and informs all the policies relating to the College's higher education provision.

The Higher Education Funding Council for England (HEFCE) has requirements for the publication of a minimum specification for data, the Wider Information Set (WIS) and Key Information Set (KIS), to inform prospective students and the public in general about its higher education provision.

In addition the Competition and Markets Authority (CMA) has published advice on consumer protection to Higher Education providers, and the College's CMA working group has considered the implications of the guidance for the College, has contributed to this policy.

This policy covers the range of materials published through the different sources of media that the College utilizes.

2. Definitions/terminology

Key words	Definition
QAA	Quality Assurance Agency
CMA	Competition and Markets Authority
HEFCE	Higher Education Funding Council for England
KIS	Key Information Set (data)
WIS	Wider Information Set (data)

3. Introduction

The College produces a wide range of information which it publishes to a wide range of audiences, through a variety of media. This information enables:

- prospective students to make informed decisions
- current students to make the most of their learning opportunities
- reliable information to be issued to students relating to confirmation of achievement
- staff, employers, members of the public and other stakeholders to better understand and make informed decisions about the College
- the College's overall strategy and mission and values to be transparent

This policy sets out how the College assures the reliability, accuracy and completeness of its published information relating to higher education (HE) programmes.

The College works within the regulations and codes of practice of its University partners, and other awarding bodies, to ensure that it's published materials meet the standards required of these bodies.

4. Responsibility for this policy

Responsibility for the development of clear and effective processes and procedures associated with the provision of information, and oversight of their application, lies with the Academic Board.

The Board monitors the efficacy of these through the receipt of reports from its Academic Standards Committee. The content and accuracy of information is delegated to responsible managers in the College (see Appendix 1).

5. Key principles

- Expectations relating to academic standards and quality are communicated to all relevant stakeholders, including prospective students, current students, former students, all staff and other stakeholders.
- Information is clear, timely, current, transparent and addresses the needs of the intended audience.
- Information offers a fair and accurate reflection of learning opportunities at the College.
- Information is published and made available in a place that is accessible by the intended audience. The format of the information is also accessible to all.
- The College is responsible for the information produced about the learning opportunities offered and the mechanisms and media used to communicate this information, and has mechanisms to ensure that it is cognisant of external requirements regarding Public Information e.g. the QAA Quality Code Section C, and the guidelines issued by the CMA.
- Heads of Faculty must ensure the accuracy, completeness and reliability of information produced by the school/faculty, where it is published for internal or external purposes.
- Feedback via the College's Academic Quality Standards Unit is welcomed so that where appropriate, inaccurate or missing information can be corrected or made accessible.
- The Academic Quality and Standards Committee will commission regular reviews and monitor the College's public information in accordance.
- The College reserves the right to make changes to, or remove items with regard to its website, programmes, marketing materials, regulations, policies, procedures and guidelines, or remove or alter any content at any time without notice. All appropriate stakeholders will be notified in writing of any adjustments to terms and conditions of study affected by these changes in a timely manner.
- Changing circumstances may cause the College to have to adjust its provisions at any time and in some instances, despite its best efforts, the College's published information relating to higher education may sometimes fall short of what is needed. All appropriate stakeholders will be notified in writing of any adjustments to terms and conditions of study affected by these changes in a timely manner.
- Not intentionally acting in a misleading manner in relation to published information made available to external and internal stakeholders.

6. Published materials

Published materials refer to:
- Marketing and publicity materials including the prospectus
- Corporate materials on strategy and policy
- Guidelines and regulations in relation to higher education

- Programme delivery material including (but not limited to) validation/approval documents, programme and module handbooks, any material published on the virtual learning environment (VLE); website or College intranet, or in hard copy
- Student records of academic achievement whether leaving on completion or non-completion of their programme
- Email and other electronic means of communication
- Hard copy documents
- Communications via social media tools

Related documents

Associated procedures to be re-drafted through the CMA working group.

Appendices

Appendix 1 – Nominated posts with responsibility for public information.

Appendix 1

Nominated posts with responsibility for public information

	Content and accuracy of information published on websites, VLE, staff intranet, email and other electronic means of communication, hard copy documents and social media tools:
Programme information for prospective students	Registrar/ Head of Marketing & Communications
Programme teaching and learning materials	Provost; Heads of Faculty
Programme validation/approval documents	Head of Academic Quality & Standards
Programme and module handbooks	Heads of Faculty
Programme specific communications with students	Heads of Faculty
Confirmation of achievement communications	Registrar
Graduation communications	Registrar
Corporate information	Chief Operating Officer
Central Services information	Head of relevant central service
Social media communications	Head of Marketing & Communications
Corporate style of all materials published on the College website (brand guidelines)	Head of Marketing & Communications
Corporate style of materials published hard copy (brand guidelines)	Head of Marketing & Communications