

POLICIES AND PROCEDURES



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PUBLIC INFORMATION POLICY

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PUBLIC INFORMATION POLICY

1: POLICY STATEMENT

This policy supports WLCBMS strategic directions for oversight, control and review over all public domain information about the College which is produced and distributed by the College.

2: PURPOSE

This policy aims to ensure that the provision of public information about WLCBMS is accurate, fair, reasonable and timely, and is intended a) to enable external audiences to form an accurate impression of WLCBMS; b) to allow students and other stakeholders to make appropriately informed decisions; c) to enable clear and effective communication about and within the organisation; and d) to meet any applicable legal obligations e.g. in relation to copyright, data protection etc.

3: SCOPE

This policy applies to all WLCBMS operations and covers information in printed, electronic or broadcast form which is intended to be made public and which refers to academic programmes, services, corporate strategies, policies of WLCBMS.

4: RESPONSIBILITIES

Responsibility for observation and compliance of copyright provisions in all materials produced rests with the Deputy Principal, the Vice Principal Student and Information Services and ultimately with the Principal.

5: MAPPING OF POLICY AGAINST DATA PROTECTION ACT

Compliance with the Data Protection Act 1998 is set out in the College Data Protection policy and reference should be made to this policy in connection with College public information.

6: MAPPING OF POLICY AGAINST QAA UK QUALITY CODE

This policy and procedure has been written in accord with the QAA Quality Code, Part C which requires higher education providers to meet the following expectation:

“Higher education providers produce information for their intended audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy”.

Please refer to QAA link: [www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/...](http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/)

7: POLICY

7.1 Printed Material

Prospectus (Course Details) and relevant brochures for public distribution are produced under the editorial control of the Principal, who has ultimate responsibility to ensure that contents of published materials meet the required standards of accuracy and clarity, and comply with all legal requirements.

The accuracy of academic content is verified as required on an ongoing basis and adheres to College quality assurance procedures.

The accuracy of corporate and administrative content is verified as required on an ongoing basis by senior management and adheres to College quality assurance procedures.

7.2: WLCBMS Website

WLCBMS maintains a dedicated website <http://www.wlcb.co.uk> which provides external audiences with information regarding courses, campus, facilities, news and special events. It is the responsibility of the Principal to ensure that the website is accurate, informative and reflects current operations.

The accuracy of academic content is verified as required on an ongoing basis by the Deputy Principal Curriculum & Quality for academic content and the Vice Principal Administration for administrative content. (Areas of ownership of specific content are listed in Appendix 3)

The accuracy of corporate and administrative content is verified as required on an ongoing basis by the senior management.

7.3: Social Media

WLCBMS uses various social media channels such as Facebook and Twitter to provide external audiences with direct engagement as well as information regarding the College's courses, campuses, facilities, news and special events. It is the responsibility of the IT Officer to ensure that the information relayed is accurate and reflects the College operations.

7.4: Electronic Materials

The College maintains a Student Portal for the provision of ongoing information intended to assist the work of students, and a Staff Portal for the ongoing provision of information to assist the work of the College staff. Both the Student Portal and the Staff Portal are maintained on an ongoing basis by the IT Officer, although ultimate responsibility rests with the Principal.

7.5: Information for Students

The College and its officers shall make every effort to ensure that the processes of application and admission are accurately described and presented for all prospective applicants, and that prospective students are provided with all necessary or requested information to ensure they make an informed choice in the selection of their programmes of study. Information on all available courses is provided on the website, and personal invitations are issued to all prospective applicants to visit the College, meet the staff, inspect the facilities, and form an accurate view of the learning environment and the support that will be provided to them. On enrolment and commencement of studies, students shall be provided with the Student Handbook and access to the appropriate electronic information sites for current and ongoing information in relation to their programmes of study as part of an induction programme. They shall also be provided with information about the support that will be provided, what they can expect from the College, and the expectations of them and their responsibilities as students, including the Code of Conduct and the rules, regulations, policies and procedures that apply to them.

Students shall also be provided with information about how any information about them is maintained and stored, and how communications about progress in their studies will be maintained and updated. At the start of each module of study students shall be provided with details of that module of study and expectations of them in relation to performance and assessment.

7.6: Communications with the Press and Media

All official communications with the press and media are handled by the Principal. Press releases may only be issued on the authority of the Principal. Individual staff however may respond to legitimate external information requests relating to their areas of academic or professional expertise, but they are strongly advised to seek guidance from senior College staff before doing so.

7.7: Copyright Responsibilities

All members of WLCBMS should ensure that any published material conforms to the requirements of the Copyright, Designs and Patents Act 1988, and any subsequent amendments. Guidance can be found from the UK Copyright Service at:

http://www.copyrightservice.co.uk/copyright/p01_uk_copyright_law

An informative guide to copyright issues in the Higher Education sector is available at: <http://www2.warwick.ac.uk/services/gov/legalservices/whentouse/copyright/> ,

8. RELATED DOCUMENTS

1. QAA Quality Code (Ref: Section C)

9. APPENDICES

- A. Guidelines for writing Public Information
- B. Ownership & Responsibilities
- C. Public Information Ownership

Appendix A

Guidelines for writing Public Information

All documents should ensure:

- Information and contact details are correct and current
- Writing style is direct and written in plain English
- WLCBMS logo is current
- Title field and key words in the document properties are filled in appropriately
- Hyperlinks are appropriate and up to date
- Content is easy to scan/understand
- Bullet points are used where appropriate to make scanning the page easier
- PDF format should be used for documents that don't need to be altered by viewers
- Any images, video or music must be the copyright of WLCBMS, or where this is not the case be used with permission (which should be stated on the web page)
- Social networking sites recognised as belonging to the College teams, departments or functions are managed appropriately, with processes in place to deal with user Created content and behaviour of participants who may not be formally part of the College.

Appendix B

Ownership and responsibilities

This section applies to all publications (printed and electronic) which are explicitly designed to promote academic programmes to potential students.

The staff member identified below has joint and collective responsibility for the marketing communications published by WLCBMS.

Type of Information	Owner
Descriptions of academic programmes, including: accurate description of the programme, modules, facilities, staff expertise	Dean of Teaching
Accurate use of terminology including award titles	Dean of Teaching
Reasonable information about learning and career outcomes that can be supported by evidence (eg.D of L info)	Deputy Principal Quality & Quality
Information about approval of new courses and tuition fees	Deputy Principal Curriculum & Quality
Confirmation of the approval status of award titles for approved programmes	Dean of Teaching
Course Entry requirements	Dean of Teaching
Application codes and admissions procedures	Vice Principal Student & Info Services
Information about facilities and services provided	Vice Principal Student & Info Services
Correct contact details	Vice Principal Student & Info Services
References to external forms of funding	Vice Principal Student & Info Services
References to student support	Vice Principal Student & Info Services
Where the College does not have sole responsibility for the accuracy of information (where for instance the College is contractually obligated to follow branding guidance produced by a collaborative partner) the Principal is responsible for seeking written approval in the first instance prior to publication from, the Collaborative partner representative.	Principal

Appendix C:

Public Information Owners

Area	Lead	Recommendations / Approvals	Owner
Finance	Finance Manager	Executive Committee	Vice Principal Student & Info Services
IT	IT Manager	Administrative Committee	Academic Registrar
VLE	DL Manager	Academic Committee	Deputy Principal Curriculum & Quality
Student Advice	Student Welfare Officer	Student & Staff Liaison Committee	Vice Principal Student & Info Services
Admissions	Admissions Manager	Administrative Committee	Vice Principal Student & Info Services
Learning Support	Dean of Teaching	Programmes Committee Academic Committee	Deputy Principal Curriculum & Quality
HR	HR Officer	Executive Committee	Principal
Estates	Vice Principal Administration	Administrative Committee	Principal
Health & Safety	Health & Safety Representative	Executive Committee	Principal
Library	Librarian	Programmes Committee Academic Committee	Deputy Principal Curriculum Quality
Marketing	Marketing Officer	Executive Committee	Vice Principal Student & Info Services
Students' Union	Student Welfare Officer	Students & Staff Liaison Committee	Principal
Quality & Standards	Quality Assurance Manager	QA Committee	Deputy Principal Curriculum & Quality
Examinations	Exams Officer	EAB	Deputy Principal Curriculum & Quality
Teaching & Learning	Dean of Teaching	Academic Committee	Deputy Principal Curriculum & Quality
Programme-specific material	Head of Departments	Teaching Committee	Deputy Principal Curriculum & Quality
Equality & Diversity	Dean of Teaching	Academic Committee	Deputy Principal Curriculum & Quality