

# Higher Education Public Information Policy and Procedures

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## 1. Policy

### 1.1 Introduction

The purpose of this policy is to provide clarity over specific measures taken by the Hugh Baird College University Centre (HBUC) in satisfying itself that control measures are in place for the information that is published in relation to its Higher Education (HE) provision.

The policy covers information published in electronic or printed format, which refers to HE academic programmes, services, corporate strategy and policies.

This policy does not cover letters, verbal communication, teaching and learning materials, presentations, scholarly activity, creative work or staff recruitment advertisements.

The HBUC is committed to publishing information that is accurate and fair and we aim to enable both internal and external audiences to gain an accurate impression of the organisation in order to make informed decisions.

### 1.2 Aim

To ensure that the published information enables students and external stakeholders to make informed judgements and that the information is:

- Accurate
- Fit for purpose
- Trustworthy
- Transparent and open
- Timely and up to date
- Accessible

That it allows clear and effective communication about the HBUC and meets the legal requirements for Copyright, Designs and Patents Act 1988 and subsequent amendments as well as the requirements for the Data Protection Act 2018 (GDPR), quality standards set out by the UK Quality Code and MATRIX, as well as compliance with the Consumer Protection Law (CPL) for Higher Education.

## 2. Accessibility

- 2.1 All information will be provided in accessible formats on request in order to meet the needs of individuals.
- 2.2 Requests for alternative formats can be made to the Head of Student Experience, who will endeavor to ensure requests are met, provided these are reasonable and economically possible.

## 3. Policies, Procedures and Strategies

- 3.1 Review of the HBUC policy and procedures are completed annually and agreed at the Higher Education Quality (HEQ) meeting. Consultation with relevant stakeholders and/or users of any related procedures.

- 3.2 Responsibility for the authoring and review of the HBUC policy and procedures are allocated to appropriate staff. The Vice Principal People Organisational Development and Culture will be responsible for the signing off of policy and procedures for the HBUC.
- 3.3 Staff development is conducted annually and follows any significant changes to a policy or strategy.
- 3.4 Policy, procedures and strategies will be published externally in accordance with the Definition document for Further Education Colleges, regulatory bodies and standards agencies.
- 3.5 Policies which directly affect students and relate to recruitment, admissions, complaints and appeals, examinations and student discipline will be available in a timely fashion through the HBUC website.

## 4. Procedures

- 4.1 HBUC Information takes the form of the following:

### Marketing

- HBUC website
- HE Prospectus
- UCAS website
- Internal and external advertising i.e. posters, flyers, banners, newspaper adverts, press releases, postcards, leaflets
- Social Media

### Student Communication

- HBUC Student Sharepoint (VLE)
- Course Handbook
- HBC Student Handbook

### Staff Communication

- HBUC Staff Intranet (VLE)

- 4.2 Public information is only authorised by nominated line managers within HBUC to ensure that public information is accurate, consistent and in line with UK Quality Code.
- 4.3 HBUC follows the marketing procedures of the partner Higher Education Institutions (HEI) to maintain compliance with the UK Quality Code.
- 4.4 In practice staff have authority to communicate autonomously in a range of media, however if information displays the Higher Education Institutions (HEI) branded logo and course titles then procedures are adhered to as stated above.
- 4.5 The HBUC logo can only be used with adherence to the College standards and brand guidelines.
- 4.6 All handbooks are updated annually in line with the HEI's guidance.

- 4.7 All handbooks are audited annually in order to maintain quality standards and adherence to the HEI partnership quality assurance guidelines as well as compliance with the UK Quality Code.
- 4.8 All course leaders are responsible for the monitoring of their course area VLE (Moodle) content to ensure compliance with the UK Quality Code for Public Information.

## 5. Marketing Communication

- 5.1 This includes both printed and electronic publications and advertisements that are designed to promote courses to potential students.

### 5.2 Definition of terms

'Prospectus' – a printed and electronic document that illustrates the HE provision both full and part time, undergraduate and post graduate in the form of Teacher Training etc. Further information is also made available in the form of support and procedures for applying to courses.

'Publications' – documents and other items published by HBUC including leaflets, display stands, webpages, advertising, text/image that appear in external publications.

- 5.3 HBUC seeks to make all reasonable efforts to ensure the accuracy of all information that is provided by defined individuals within HBUC. The University Centre is committed to abiding by the marketing procedures of both HBUC and partner HEIs in order to comply with the UK Quality Code.

## 6. HBUC Prospectus

- 6.1 Procedures are in place for the checking and accuracy of the information published within the HE prospectus at both HBUC and the partner HEIs. A series of checks are undertaken to ensure accuracy at the time of going to print. A disclaimer is displayed within the prospectus in order to clarify any changes that occur after publication along with a signpost to the HBUC website for further updated information.
- 6.2 The HE prospectus is compiled by the Marketing Coordinator who works in conjunction with the Dean of HE and HE Academic Lead (Standards). In turn other lead personnel are involved in the accuracy of items such as student support and student finance. Course information is approved by the HEIs at the time of course approval or Periodic Course Review (PCR) / re-validation. All approvers are accepting responsibility for the statements that are used as being factually accurate and compliant with legislation at the time of going to print.
- 6.3 In turn any updated information within the new prospectus is mirrored on the HBUC website and other internal and external literature.
- 6.4 Information provided to external organisations is signed off by the Head of Marketing

and Admissions, however the HBUC does not accept responsibility for the accuracy of the information reproduced by other agencies once it has left the College.

## **7. Communication with the press/media**

- 7.1 No individual member of staff has the authority to speak to or contact the media or respond to requests. All requests are to go through the Head of Marketing and Admissions.
- 7.2 Press releases can only be issued by the marketing team and authorised by the Head of Marketing and Admissions.

## **8. HBUC website**

- 8.1 At the HBUC we are committed to making it easier for prospective and current students and the wider general public to access information that we publish about the courses we offer and ourselves.
- 8.2 The Office for Students (OfS) has specified the information they expect higher education providers to make available online or by request.
- 8.3 The HBUC/HBC student facing policies are published on the HBUC website along with a link to the HEI student facing policies.

### **8.4 Imagery**

Any images, video or music is copyright of the College or if this is not the case is used with permission and acknowledged.

Images of students are compliant with the Data Protection Act 1998.

The social networking sites are badged as belonging to College or department teams and are managed appropriately, with marketing having overall responsibility.

### **8.5 Programme Specifications**

All HE course programme specifications are held on the HBUC website on each course page.

### **8.6 UNISTATS**

UNISTATS – HE courses that are eligible for completing the National Student Survey (NSS), will display the results on the course landing page on the HBUC website.

### **8.7 Partner Universities/Higher Education Institution (HEI)**

The partner universities complete an annual check of all public information that has been produced throughout the academic year, as well as during Periodic Course Reviews (PCR) / re-validations, this includes both digital copies and the HBUC website.

As and when publicity materials are created the Marketing Coordinator will forward to the partner universities to ensure compliance with the HEI brand guidelines and the UK

## 9 Responsibility

9.1 The following staff are identified as having collective responsibility for the accuracy of information:

Responsibility for:	Member of Staff
Has a principal view of all HE Information.	<ul style="list-style-type: none"> <li>• Dean of HE and Access</li> </ul>
<p>Overall responsibility for compliance with the QAA UK Quality Code and the CPL with regards to Public Information.</p> <ul style="list-style-type: none"> <li>• Audit of HBUC website and UCAS website in conjunction with the Digital Marketing Coordinator</li> <li>• Liaison with the marketing team on marketing campaigns, events and promotions of the HE offer</li> </ul>	<ul style="list-style-type: none"> <li>• HE Academic Lead (Standards)</li> </ul>
<p>Centralised control over:</p> <ul style="list-style-type: none"> <li>• Marketing Communication i.e. website, prospectus and online media</li> <li>• Communication with the press/media</li> <li>• Protection of the HBC and HBUC brand</li> <li>• Compliance with the HEIs brand guidelines and policy on partner institutions marketing guidelines</li> <li>• Compliance with the UK Quality Code</li> </ul>	<ul style="list-style-type: none"> <li>• Head of Marketing and Admissions</li> </ul>
<p>Responsible for the accuracy of:</p> <ul style="list-style-type: none"> <li>• The HE prospectus, internal and external advertising, publicity material</li> <li>• Communication with HEIs on all public information that displays the brand and advertising of their courses</li> <li>• Protection of the HBC and HBUC brand</li> <li>• Compliance with the HEIs brand guidelines and policy on partner institutions marketing guidelines</li> <li>• Liaison with HEAL (S) on information</li> <li>• Compliance with the UK Quality Code</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Coordinator</li> </ul>
<p>Responsible for the management of:</p> <ul style="list-style-type: none"> <li>• HBUC website</li> <li>• HE social media</li> <li>• Protection of the HBUC brand</li> <li>• Compliance with the HEIs brand guidelines on all published information that advertises the HEIs courses</li> <li>• Annual Website Audit - in conjunction with HEAL (S)</li> <li>• Liaison with HEAL (S) on information</li> <li>• Liaison with Admissions Coordinator on</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Marketing Coordinator</li> </ul>

<p>any changes to the HBUC website to ensure consistency of UCAS information</p> <ul style="list-style-type: none"> <li>• Compliance with UK Quality Code</li> </ul>	
<p>Responsible for the accuracy and annual update of:</p> <ul style="list-style-type: none"> <li>• The course landing page information and supporting images etc</li> <li>• Course sheet information – to be approved via the HEI link tutor</li> <li>• UCAS accuracy of course information</li> <li>• Liaison with Marketing coordinator with regards to news</li> <li>• Liaison with the Digital Marketing Coordinator with regards to imagery for the course landing page</li> <li>• Liaison with HEAL (S) on information to ensure accuracy of information</li> <li>• Compliance with the UK Quality Code</li> </ul>	<ul style="list-style-type: none"> <li>• HE Course Leaders</li> </ul>
<p>Responsible for the accuracy of:</p> <ul style="list-style-type: none"> <li>• HE Admissions Policy and Procedures</li> <li>• UCAS information</li> <li>• Accuracy of HE course codes</li> <li>• Up-dating of the KIS dataset</li> <li>• Maintenance and up-dating of the UCAS website</li> <li>• Liaison with both HEAL (S) and Digital Marketing Coordinator to ensure accuracy of all information on courses</li> <li>• Compliance with the UK Quality Code</li> </ul>	<ul style="list-style-type: none"> <li>• Admissions Coordinator</li> </ul>

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