



Accuracy and Completeness of Published Information Policy

Doc No. To be completed by Quality

To be completed by Quality:

Issue	Date of 1 st Issue	Last Reviewed	Date of Next Review	Responsibility of
01		09.08.19	09.08.2021	Centre for Excellence Manager HE

This document can also be produced in alternative formats upon request.

Contents

1	Purpose	3
2	Scope	3
3	Legislation	3
4	Responsibilities	3
5	Marketing and Publicity Materials	4
6	Actions to Implement and Develop Policy	4
7	Quality and Standards of Materials	5
8	Monitoring and Evaluation	6
9	Related Documents/Policies	6
10	Appendix 1 : Marketing Department Process to Ensure Accuracy of Information for Higher Education Course Information	7
11	Monitoring and Review	11

1. Purpose

The aim of this policy is to provide guidance to staff in respect of what information the College is responsible for publishing and who is responsible for ensuring the accuracy of published information for Further and Higher, full time and part time programmes. Within Higher Education, the College's Accuracy and Completeness of Public Information Policy reflects the UK Quality Code Part C 'Information about Higher Education Provision', which highlights the expectation that higher education providers make available valid, reliable useful and accessible information about their provision.

South West College is committed to ensuring care in the writing, proofing and publication of all web and paper based material. By devising an 'Accuracy and Completeness of Public Information Policy' the College can confidently assure itself where reasonably possible, about the reliability, accuracy and completeness of its published information in relation to both Further (FE) & Higher Education (HE) programmes. In particular, the College will endeavor at all time to publish full, accurate and verifiable information about its Further & Higher Education quality and standards documentation which promotes transparency and clarity of information relating to Further & Higher Education and that it is not intentionally acting in a misleading manner in relation to published information made available to external and internal stakeholders.

2. Scope

This policy and procedure will apply to all Further & Higher Education programmes across South West College. Published information within the context of this policy refers to:

- College quality and standards materials including codes of practice, regulations, policies and guidelines relating to higher education;
- Marketing and publicity materials.

The College will work within the regulations and codes of practice of its University and Awarding Body partners, and where appropriate, seek the formal approval of quality and standards and marketing materials prior to publishing.

3. Legislation

The Data Protection Act 1998 applies to the operation of this policy.

4. Responsibilities

4.1. The College Director has overall responsibility for the implementation of all College Policies and Procedures.

4.2. Annually and working with the College's Marketing/Communications department, each academic department must review its published information within the prospectus, programme leaflets, web site and other relevant marketing material.

4.3. The Heads of Department, the College Head of Higher Education and Head of Curriculum will act as the final auditors of the prospectus taking into account the appropriateness, accuracy and fairness of information to be published. This process must culminate in the development of a final report in which the department will approve, approve subject to changes, or not approve the appropriateness and accuracy of information proposed. All staff have a responsibility to give full and active support for the policy by ensuring that they understand its content and procedures and that it is implemented appropriately.

5. Marketing and Publicity Materials

The College recognises in all instances that its partner Further & Higher Education Institutions are ultimately responsible for the accuracy of all publicity and marketing information relating to their awards delivered by South West College. However above and beyond the governance of partner regulations, the College is committed to ensuring that its own internal systems for approving, reviewing and developing marketing and publicity materials are rigorous, systematic and intended to minimise risk of error or potential misrepresentation.

The College must work to ensure that where reasonably possible, all marketing and publicity material takes into account principles of accuracy, appropriateness and completeness in relation to such matters as:

- images used;
- use of partner HEI logos;
- entry criteria;
- the award title;
- module/ unit titles;
- modes of delivery;
- methods of assessment;
- fees and additional costs incurred;
- public, statutory and regulatory body (PSRB) requirements

6. Actions to Implement and Develop Policy

6.1. The College reserves the right to make changes to, or remove items with regard to its web site, courses, marketing materials, regulations, codes of practice, policies or guidelines, or remove or alter any content at any time without notice.

6.2. 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.

6.3. The College excludes any warranty, express or implied, as to the accuracy, currency, completeness or fitness for any particular purpose of its website or any of its contents.

6.4. The College makes no representations that information is accurate and up to date or complete and accepts no liability for any loss or damage caused by inaccurate information.

6.5. The College will not be responsible for any claims for damages arising from the use or non-use of its web sites or any of its contents.

6.6. College Heads of Department / Course Directors or nominated person(s) must endeavor to ensure the accuracy, completeness and reliability of information produced by faculty/ departments, prior to and following publishing of material for external or internal purposes.

7. Quality and Standards of Materials

7.1. With regard to Higher Education, all regulations, codes of practice, policies or guidelines will be identifiable through a distinct code allocated and visible on the cover page of the document. Each document on its front page will include the

- version number;
- date approved;
- date for review;
- committee through which the document originates;
- board through which approval is obtained;

7.2. All regulations, codes of practice, policies or guidelines relating to Higher Education in particular must originate from the Quality Assurance Manager/Head of Higher Education and be approved at the College's HE Forum and Educational Committee of the governing body.

7.3. Regulations, codes of practice, policies or guidelines must be subject to periodic review. The approval and implementation of revisions is the responsibility of the HE Forum and committees to which it delegates responsibility.

7.4. Following approval of new or revised regulations, codes of practice, policies or guidelines, the Quality Assurance Manager/Higher Education Co-coordinator must ensure that Departments are appropriately informed of all changes.

7.5. All regulations, codes of practice, policies or guidelines once approved must be accessible to staff, students, prospective students and others stakeholders via the College web page and virtual learning environment (VLE).

7.6. The language the College uses in respect of its quality and standards regulations, codes of practice, policies or guidelines must be reviewed to ensure transparency and to ensure clarity is not compromised.

8. Monitoring and Evaluation

Annually and working with the College's Marketing/Communications department, each academic department must review its published information within the prospectus, programme leaflets, web site and other relevant marketing material.

The Heads of Departments, Head of Higher Education and Head of Curriculum will act as the final auditor of the prospectus taking into account the appropriateness, accuracy and fairness of information to be published. This process must culminate in the development of a final report in which the department will approve, approve subject to changes, or not approve the appropriateness and accuracy of information proposed.

The College's Marketing/Communications Department has two processes in place to ensure the accuracy of information for all higher education course information (see appendix 1: Marketing Department processes to ensure the accuracy of information for higher education course information). The key people involved in this process, along with the key principles to support the processes, the hierarchical authorisation structure and the schedule for authorisation are clearly outlined within each process.

The College under the Collaborative and validated arrangements with the Open University, Ulster University, Queens University Belfast must have all course marketing information approved by the relevant Link Specialist or Faculty Subject Partnership Manager. It is the responsibility of all College HE course directors to update their course information annually and forward to the Head of Higher Education who will subsequently send to the University representative accompanied by the relevant documentation for approval. Only when this approval is gained can the College publish relevant course information relevant to all HEI Awards.

The College has secured agreement with Queen's University Belfast that the accuracy of course information will be checked by the Universities academic affairs unit.

The College will ensure that adequate resources are made available to promote this policy effectively and are committed to reviewing this policy on a regular basis, in consultation with the recognised trade unions, statutory organisation such as the Equality Commission for Northern Ireland and in line with models of good practice.

9. Related Documents/Policies

- Admissions and Enrolments Policy
- Assessment Policy
- Programme Specification
- Module Handbooks
- Virtual Learning Environment

10. Appendix 1: Marketing Department Process to Ensure Accuracy of Information for Higher Education Course Information

Appendix 1



**MARKETING DEPARTMENT PROCESS TO ENSURE
ACCURACY OF INFORMATION FOR HIGHER
EDUCATION COURSE INFORMATION**

Page | 7

KEY CONTACTS:

Senior Management:

- Susanne Workman
- Sharon Pritchard: Student Services Manager

Heads of Departments:

- Maria Hackett
- Susanne Workman
- Pdraig McNamee
- Susanne Workman
- Liam Curran Higher Education Co-ordinator

Marketing Team:

- Clair McKenna: Marketing Manager
- Troy Prenter: Communications Officer
- Laura Casey: PR & Events Officer

Management of Information Services:

- Shauna Hunter: Data Services Co-ordinator

INTRODUCTION TO THE PROCESS

The Marketing Department has developed and implemented the following processes to ensure the accurate collation and distribution of Higher Education information for use in all College publications, the College website and all social networking communications.

KEY PRINCIPLES FOR ENSURING ACCURACY WITHIN EACH PROCESS:

- The processes put in place are appropriate to the level of information required for Higher Education lecturers, students, potential students and all awarding bodies.
- All relevant academic staff and management have an adequate timeframe to submit, check and verify all information throughout the process.
- The processes act as controlling mechanisms for the supply and verification of required course information across all Campuses in the South West College.
- All parties involved in the process are accountable for the information submitted, verified and approved.
- Information supplied must comply with the standards of the awarding body.
- Any staff member who becomes aware of an incident of mistaken or misleading information has a duty to inform their immediate line manager or a member of the appropriate team to rectify this with immediate effect.
- The processes will be reviewed in Semester 1.

PROCESS 2

Basic Course Information

(i.e. days, dates, times etc.)

Full & Part-Time Higher Education

Information obtained by the Marketing Manager from the Data Services Co-ordinator **2nd Week in June**. This information is compiled and approved by each Head of Department before forwarding to the Marketing Team.



Marketing Manager prepares the College Part-Time Prospects, which includes a specific Higher Education section from the data supplied. Initial proof circulated to the HOD's **4th week in June** for approval.



Additional amendments made, with final proof supplied **1st week in July**. Final copies of publications approved and signed off by HOD's **1st week in July**.



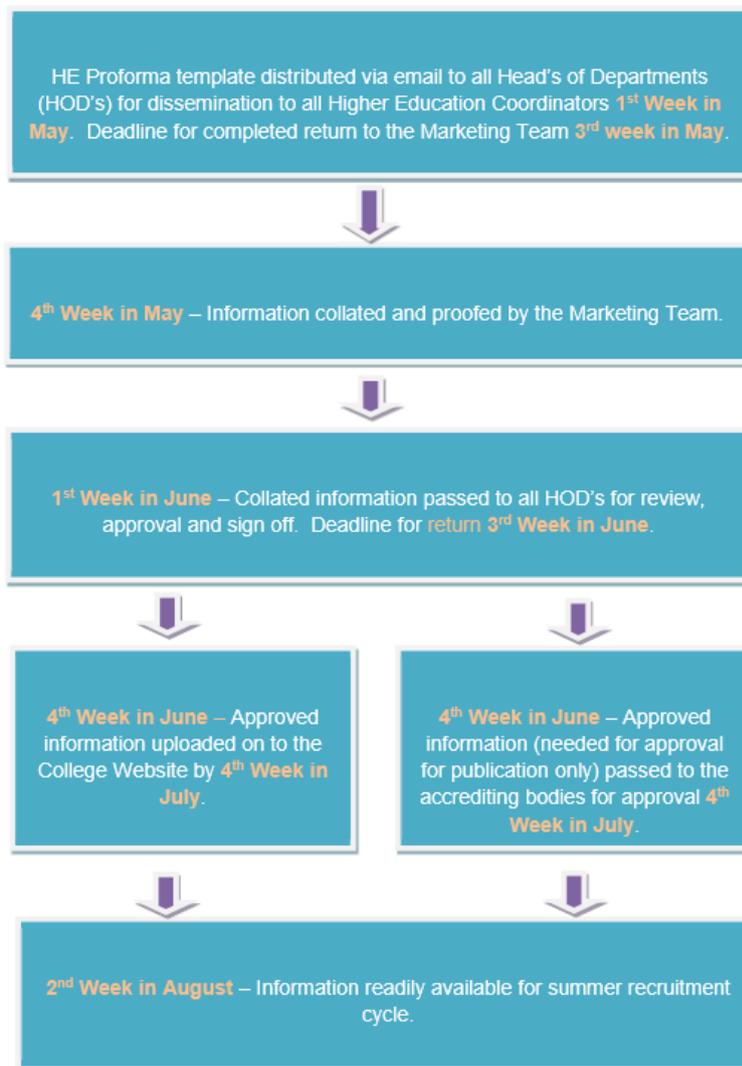
Final copies of publications approved and signed off by all relevant awarding bodies **2nd week in July**.



Publication available at all Campus locations **4th Week in July**. Publication distributed in 11 local newspapers **2nd week in August**.

PROCESS 1

In-depth Course Information Full & Part-Time Higher Education



11. Monitoring and Review

11.1. The College will establish appropriate information and monitoring systems to assist the effective implementation of this Policy.

11.2. The College will ensure that adequate resources are made available to promote this Policy effectively and is committed to reviewing this Policy on a regular basis, in consultation with the recognised trade unions, statutory organisations such as the Equality Commission for Northern Ireland and in line with models of good practice.

Signed: _____ Date _____
(Chief Executive)

Signed: _____ Date _____
(Chairman of Governing Body)

Document Development

Please complete with details regarding the development of this Policy.

D1. Working Group

Details of staff who were involved in the development of this policy:

Name	Position

D2. Consultation

Details of staff, external groups or external organisations who were consulted in the development of this policy:

Please refer to Equality Screening Consultation Guidance.

Name	Organisation	Date

D3. Approval Dates:

Details	Date Approved
Equality Screening <i>(please refer to Equality Screening Guidance)</i>	
Quality Checked <i>(please refer to Quality Checklist)</i>	
SLT	
Governing Body <i>(SLT to decide if PPS needs to go to Governing Body)</i>	

D4. Communication Plan:

Please provide details and dates as to how this policy will be communicated, implemented and disseminated:

Action:	Action by:	Date:

D5. Document History

Issue no. under review (Please see the front page)	Date of review: (Date)	Who was involved in reviewing the document? (Name/s)	Were changes made to the document after reviewing? (Yes or No)	If changes have been made, please provide brief details:	New Issue No.	If Yes, did the document need to go through consultation again? (Yes*/No)	If Yes, did the document need to be Equality Screened again? (Yes*/No)	If Yes, date those affected by document will be alerted of updated document: (Date)

* If you answered 'Yes' in columns E or F, you must forward details of additional consultation and/or screening to the Equality Officer.