



LONDON
COLLEGE OF
INTERNATIONAL
BUSINESS
STUDIES



Approval of Public Information Published by the College

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APPROVAL OF PUBLIC INFORMATION PUBLISHED BY THE COLLEGE

Introduction and Overview

The College publishes information that is accurate, fair, reasonable and timely. The College aims to enable external audiences to form an accurate impression of the College and to make informed decisions. The College will ensure that any information it publishes or puts in the public domain is clear, accurate, fit for purpose, accessible and trustworthy.

In all that the College publishes, employees must bear in mind best-practice guidelines and requirements from validating bodies and partners, funding organisations, internal policies and procedures, and all relevant UK legislation including that on data protection.

The College has developed this policy with regard to the requirement and principles outlined in the Consumer Rights Act 2015 and the Competition and Markets Authority's "Higher education: consumer law advice for providers". It has also been informed by the UK Quality Code for Higher Education (UKQC). The UKQC 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 is assured and enhanced.

This policy applies to all information published in electronic or printed form regardless of the date the information in the publication was written, posted or gathered, and includes information about programmes, courses, services, strategy, regulations and policies.

All employees share in a responsibility to highlight any information in their purview that they believe to be out of date, inaccurate or misleading.

This policy does not apply to letters, verbal communication, presentations, teaching and learning materials, employees recruitment advertisements, the outputs of research and scholarly activity, or the content of creative work.

Definitions

'Prospectus' means a substantive printed document describing programmes and related information for the purposes of student recruitment.

'Publications' means documents and other items put into the public domain by the College, whether digital or printed. It includes prospectuses, brochures, leaflets, display stands and webpages.

'Advertisement' means text and images in digital or printed external publications whose appearance the College pays for directly or through 'earned' search (for example, search results on paid advertisement).

'Directory entry' means information published externally without charge to the College.

'Posting' means text and images published on any social media platform such as Facebook and Twitter.

'Editorial content' means information published by third parties or the College that is non-promotional and is not paid for by the College.

Principles

The College makes all reasonable efforts to ensure the accuracy of its published information, mainly by having it approved by defined individuals, Departments and committees and where relevant awarding bodies.

The College will present information to high professional standards, whilst aiming to follow the guidelines given in the relevant codes of practice.

All College employees have authority to use their own judgment when publishing information or communicating through a range of media. However, publication is generally authorised within Departments by senior line managers.

Information which is published or communicated should:

- be necessary;
- be in the College's best interests;
- not damage the College's reputation in any way.

Those developing and approving the publication of material should ensure that

- the material is in line with the nature and level of their role;
- the material is limited to their area of expertise.

Those developing material for publication should ensure that it is approved by their Head of Department/Centre/Office before publication. This should normally be a member of the Senior Steering Group or the relevant Centre Management Group.

The relevant Senior Line Manager should follow the College Retention Schedule for the archiving of publicly available material.

However, some specific types of public information and communication have specific approval mechanisms under this policy. These are:

- (a) all marketing communication including prospectuses;
- (b) all publications of definitive programme information including programme specifications, programme handbooks, websites, virtual learning environments;
- (c) all student contract information;
- (d) website and online media; and
- (e) communication with the press and other mass media.

Approval of Public Information Procedure

Marketing communications and prospectuses are substantial reference documents, so the College makes sequential checks to ensure they are accurate. The College follows CMA and QAA guidelines on public information.

The following table outlines responsibility for approval of different types of information that may be included in a range of publications or formats:

| TYPE OF INFORMATION TO BE INCLUDED IN A PUBLICATION/ONLINE | APPROVAL |
|---|------------------------------|
| All definitive programme information and descriptions of academic programmes, including: description of the programme, modules, programme and module approval | Head of Quality and Registry |

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|---|--|
| status; accurate use of terms including programme, award and module titles. | |
| Reasonable information about learning and career outcomes that can be supported by evidence. Correct and appropriate use of external endorsements, quality ratings, and information about professional accreditation. Correct contact details. Employees expertise | Provost or nominee from Academic Employees |
| Accurate descriptions of services, facilities and associated procedures. Information about services provided, prices, availability of services, administrative procedures. | Officer responsible for the relevant service |
| Information for specific LCIBS Centre/Eco Centre | Centre/Eco Centre Director/Head |
| References to fees, bursaries, loans, training salaries and other financial awards References to external forms of student funding, accommodation and related services. | Officer responsible for Student Finance |
| College Policies | Head of Quality and Registry |
| Entry requirements, application codes and admissions procedures | Head of Quality and Registry |
| News stories, Press enquiries web site home-page content, Marketing promotion copy. | Director of Marketing and Recruitment |

Employees developing material for publication should therefore obtain the approval of those employees members listed in the table above.

Following this approval, the Senior Officer responsible for developing the publication will approve the publication's overall quality and approve it for publication unless the publication is listed below:

| Publication | Employees Member Final Approval |
|---|--|
| Prospectus | Provost |
| Student Handbook | Head of Quality and Registry |
| Policies | Approval of relevant committee |
| Programme Specification and Module Specifications | Head of Quality and Registry |
| Press Releases | Provost |

Partners

Where specified by a memorandum of agreement with a validating body then the published material will require approval from that validating body.

Final Approval

Only after all relevant parties (outlined above) have given their final overview approval will the College publish marketing materials in any form.

Republishing approved material

Where practical, the College will seek approval from senior post-holders for the text of publications and advertisements. Marketing employees will act in good faith on information provided by employees responsible for the areas described in the advertisement/publication. In all cases, where specific approval by other senior managers or directors is not possible, responsibility rests with the Senior Officer responsible for Marketing and Recruitment.

The Head of Quality and Registry is responsible for informing the Marketing Department in good time of changes to provision that require changes to publications.

Information from current programme specifications and definitive course documents can be used as the basis for promotional publications without further checking.

Approved information (e.g. from the prospectus) can be republished without further checks if Marketing has not received any updated information.

External Organisations

Information that the College gives to external organisations is subject to checking as above. However, the College is not responsible for the accuracy of information reproduced by other agencies once it has left its control.

These individuals must ensure, through a locally arranged process of regular review, that information is accurate and appropriate including the following:

- (a) Information such as third-party endorsements, ratings, rankings or comparators (e.g. 'the College is the largest provider of X in the UK') must be supported with reference to the source and date. Where possible a hyperlink to the source should be added.
- (b) Any images, video or music must be the copyright of the College or (if not) used with permission that should be stated on the web page.
- (c) Links to external material must be current.
- (d) Potentially offensive material is justified, e.g. on the basis of creative or scholarly merit.

Social networking sites badged as belonging to College teams, departments or functions must be managed appropriately. Processes must be in place to deal with user-created content and the behaviour of participants who may not be formally part of the College. The processes must be aligned to the College's Social Media policy.

Communication with the press and other mass media

Individual academic employees may contact the media and respond to editorial content requests about their area of academic expertise. They must ensure that what they write and say is in good faith, offers clear and fit-for-purpose information, and is in the College's best interests. They should typically alert the Marketing Team to any request before responding.

Support and advice is available when required from the Marketing Department.

Press releases may only be issued by the Marketing Department. The press release's approval level will depend on the nature of the story but will normally be the Provost or their nominee for each specific case.