



UK COLLEGE  
OF BUSINESS AND COMPUTING

## Public Information about Higher Education Provision - Policy and Procedure

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## Introduction

UKCBC is fully committed to ensuring that information relating to its Higher Education provision, provided to all stakeholders should be conducted in an accurate, transparent and inclusive way. All Information should reflect the higher education community's shared view that it is important to maintain public confidence in the value of higher education.

## Links to QAA Quality Code and other external references

This document is designed to underpin the production and publication of public information about higher education provision at UKCBC. In doing so it takes reference from the Quality Code Expectation **Part C**

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

## Links to other policies

The remainder of this statement will relate to the management of information about higher education as it is presented to students, staff and other interested stakeholders. UKCBC recommends that this policy and procedure is understood in the context to the wider context of ensuring accurate maintenance of information and particularly in relation to the following policies:

- UKCBC Duties under the Consumer Rights Act: A Statement
- Admissions policy,

## Scope and purpose of Public Information and Consumer Rights

This policy relates to all appropriate sources of media including the following:

1. Website of the College
2. Social media/feeds like Facebook, twitter
3. E learning for access to all registered students
4. Promotional material
5. Published material shared with students – like Prospectus, Handbooks, Policies and Procedures etc.
6. Any other material used for marketing and providing information about the College to the intended audience

The purpose of this policy is:

- to communicate the rationale and value of higher education to the public at large
- to help prospective students make informed decisions about
  - where,
  - what,
  - when and
  - how they will study
- to enable current students to make the most of their higher education learning opportunities

- to confirm the achievements of students on completion of their studies
- to safeguard academic standards through the assurance of quality and enhancement academic opportunities.

## Principles

**Principle 1:** Information that UKCBC produce about itself and the learning opportunities the College offer should be timely, current, transparent, and focused on the needs of the intended audiences.

**Principle 2:** UKCBC is responsible and accountable for the information it produces about the higher education learning opportunities it offers.

**Principle 3:** Information should be available and retrievable where intended audiences and information users can reasonably expect to find it. The format and delivery of information should take account of the access requirements of a diverse audience.

**Principle 4:** Information produced by higher education providers should offer a fair and accurate reflection of the higher education learning opportunities they offer.

## QAA Quality Code Part C Indicators

### Indicator 1

*Higher education providers publish information that describes their mission, values and overall strategy.*

UKCBC shall ensure that the information published about its mission, values and overall strategy are available to all stakeholders through the College website, prospectus and other promotional material. Such information is aimed to reflect the values imbibed by the College and the learning environment developed at the Institution.

The information related to the College profile, general information related to courses, facilities, modes of study, progression avenues and student support etc. should clearly be included in the sources of information provided to students.

Information related to various student policies, procedures and discipline etc. will also be made available to the groups of students to enable them to understand mutual obligations.

Appropriate options of media or publications will be used to suit the needs of the stakeholders as well as the college.

The College should aim to provide information in alternative formats such as braille, audio tapes etc. if requested by any prospective student or an external stakeholder.

## **Indicator 2**

*Higher education providers describe the process for application and admission to the programme of study.*

UKCBC ensures that every prospective student is provided updated, correct and complete information pertaining to various course options and programmes offered by UKCBC.

Information related to admission procedures, pre admission support and student support services will be made available to all prospective students through the website, prospectus and student handbook etc.

Prospective students will be supported with their information needs through telephonic support, emails or skype sessions where necessary to ensure that they have adequate information to make informed decisions in selecting a course of study.

Various categories of student needs are considered while putting forth any information through the website. Information provided to students is categorised into specific sections like Home and EU students (where details about funding, grants and bursaries etc. is provided) and the International students (the information related to visa and other issues be provided).

Prospective students should be provided all the current information pertaining to courses, entry requirements, course fee, duration and progression avenues etc. Such information should be updated from time to time, based on the changes initiated by the awarding bodies.

In addition to academic information, student welfare and extracurricular needs should also be covered in the information provided through various sources.

The activities about various student groups, campuses and relevant information of students' interest should be provided through student friendly social media.

## **Indicator 3**

*Higher education providers publish information to help prospective students select their programme with an understanding of the academic environment in which they will be studying and the provision that will be made to enable their development and achievement.*

UKCBC will ensure that all the relevant information about various programmes offered is made available to prospective students through various sources. Information about the College's affiliation with various PSRBs - professional & statutory bodies, affiliations, collaborations etc. is also provided to enable the prospective students to assess quality and standards of our provision.

A detailed information about admission procedures (including pre admission support), course information, teaching and learning facilities, library & E learning support etc. are provided to our students.

Information about student progression and achievements, destinations, student societies, student participation in various committees and association with the employers should be appropriately included where feasible, to enable students understand the potential for their development at UKCBC and make informed decisions.

## **Procedures for monitoring the currency, accuracy and completeness of information provided through various sources**

The Public information team is comprised of the following members of senior management, on behalf of and with delegated authority of the company directors, and will oversee the implementation of the “Public Information Policy and Procedures”.

- Head of Marketing (or Nominee)
- Director of Quality Assurance, Enhancement & Development (or Nominee)

These members, or their nominees, will co-opt various colleagues relating to the subject specific nature of the information to be produced, designed and disseminated. They may be represented by

1. Head of Administration
2. Head of Admissions
3. Director of Studies
4. UKCBC Principal

### **Key Activities:**

Primarily the Public information team will oversee the accuracy, timeliness and consistency of public information through the:

- Production and distribution of
  - a. all student recruitment material
  - b. all promotional materials
  - c. all student facing documentation such as programme handbooks
- Digital media management
- Management & monitoring of content and accuracy of all publicised materials
- Monitoring all sensitive / critical internal communications

### **Protocols**

1. The PIT members represent the college as a whole
2. All information on behalf of the college, any suggestions or recommendations in relation to public information is to be finalised and monitored by the PIT
3. The team operates on a virtual basis utilising digital communication to execute its duties
4. Changes to any of the forms /letter template / advertisement / marketing material etc. is restricted and requires approval from the PIT before it is published or put in use.
5. All UKCBC staff are encouraged to share comments and suggestions about content or accuracy of publicised materials to the Director of Quality Assurance, Enhancement & Development via email
6. A log of PI data will be kept for monitoring purposes. This will include:
  - Details of content or accuracy comments
  - Details of content approval
  - Details of accuracy monitoring of newly published material

## Signing off the Information / documents for publication

For approval of material produced and published by **external third parties**:

1. The standing members of PI Team are required to evaluate & sign off proposed content
2. Plus subject relevant co-opted colleague
3. Proposed information for publication is evaluated, in terms of its
  - currency,
  - accuracy and
  - completeness.
4. Final draft version of material is proof-read by Head of Marketing plus subject relevant co-opted colleague
5. Authority to proceed signed by Company Director, Director of Finance or Director of Admissions
6. Once published, Director of Quality Assurance, Enhancement & Development (or Nominee) will sign off accuracy of final published material in the log.

For approval of material produced and published by **UKCBC**:

1. One standing member of PI Team is required to evaluate & sign off proposed content
2. Plus subject relevant co-opted colleague
3. Proposed information for publication is evaluated, in terms of its
  - currency,
  - accuracy and
  - completeness.
4. Material is published immediately if no amendment is required
5. Authority to proceed signed by Company Director, Director of Finance or Director of Admissions
6. Once published, the standing member NOT involved during initial evaluation will sign off accuracy of final published material in the log

## Records and communication

During this procedure, it is imperative that accuracy is upheld whilst timeliness is maintained. For this to occur the streamlined activity is logged and signed off by those with relevant authority. Authority to proceed are captured within two working days on the **Public Information Checklist** (annex 1) with details used in populating the **Public Information Log** (annex 2) to ensure traceability and transparency.

Process chart for the production and publication of information about Higher Education

