



ACCURACY & COMPLETENESS OF PUBLISHED INFORMATION POLICY

Policy Owner:	Centre for Excellence Manager HE
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Location:	Gateway

Related Documentation

Title	Location	Owner
Admissions and Enrolments Policy		
Assessment Policy		
Programme Specification		

Change Log

Location	Change from deletion/addition	Change to
Whole Document	Convert to standardised policy template	SWC standardised template
Page 5	Data Protection Act 1998	Data Protection Act 2018
Throughout	College Director	Chief Executive
Page 5 and page 8 para 1	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.	Each academic area will review its published information within the prospectus, programme leaflets, web site and other relevant marketing material on an annual basis and in conjunction with the College's Marketing department.
Page 5 para 4.3 and throughout	The Heads of Department, the College Head of Higher Education and Head of Curriculum	The Heads of Faculty, Centre for Excellence Manager for Higher Education and the Assistant Chief Executive Industry Partnerships & Centres for Excellence
Page 8 Para 7.2	HE Forum	Higher Education Academic Board (HEAB)
Page 9 Para 8	Department	CfE Managers

Communication

Who needs to know (for action)	Senior Management Team Heads of Faculty Heads and Deputy Heads of School Course Coordinators Marketing team
Who needs to be aware	All staff

Communication Plan

Action	By Whom	By When
Upload to Gateway	J Lucas	On approval
Circulation to key staff	CfE Manager Higher Education	On approval

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1. Purpose

The aim of this policy is to provide guidance to staff in respect of the 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 endeavour 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 2018 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 Each academic area will review its published information within the prospectus, programme leaflets, web site and other relevant marketing material on an annual basis and in conjunction with the College's Marketing department.
- 4.3 The Heads of Faculty, Centre for Excellence Manager for Higher Education and the Assistant Chief Executive Industry Partnerships & Centres for Excellence 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 CFE managers will 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 will 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 website, 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 Faculty / Course Co-ordinators or nominated person(s) must endeavour to ensure the accuracy, completeness and reliability of information produced by faculties and schools, 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/Centre for Excellence Manager for Higher Education and be approved at the College's Higher Education Academic Board (HEAB) 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/Centre for Excellence Manager for Higher Education must ensure that Faculties and Schools 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 website 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

Each academic area will review its published information within the prospectus, programme leaflets, web site and other relevant marketing material on an annual basis and in conjunction with the College's Marketing department.

The Heads of Faculty, Centre for Excellence Manager for Higher Education and the Assistant Chief Executive Industry Partnerships & Centres for Excellence 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 CfE will 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 Centre for Excellence Manager for 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.

9. Monitoring and Review

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

9.2 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 Chief Executive

Date

Signed Chair of the Board of Governors

Date

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**

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



Document Development

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

Name	Role
Liam Curran	Centre for Excellence Manager Higher Education

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

Name	Organisation	Date
N/A		

Approval Dates

Approved by	Date
Governing Body	

Document History

Issue no. under review	Date of review:	Persons involved in review	Changes made after review? Yes/No If yes, refer to change log	New Issue No.	If changes made was consultation required?	If changes made was Equality Screening required?
V1.0	September 2021	Liam Curran	Yes	V2.0	No	No