| 7.4 Procedure Public Information | | | | | |
|---|---|---|---|---|---|
| **Prepared by** | Erhan Yurdakul | **Reviewed by** | Ercan Erkus | **Approved by** | Canan E. Celik |
| **Review No** | 1 | **Next Review Date** | August 2022 | **Approved on** | 21/08/2021 |

**Procedure issued**   **:** April 2014

**Procedure owner**   **:** Principal/CEO

❖   This procedure is shared with our students and/or can be obtained:

o   on our website https://docklandsacademy.co.uk/policies-and-procedures,

o   on the desktops of all computers in the library on the top floor,

o   by emailing us at info@docklandsacademy.co.uk.

❖   Also, our students are informed about the main aspects of the procedure in the Student Handbooks, Induction Seminar and Learning Agreement.

❖   The procedure is reviewed and monitored on a regular basis for currency and fitness as part of our 1.9 Review and Revision of Policies and Procedures.

## 1.   Policy

### 1.1   Introduction

The purpose of this policy is to provide clarity over specific measures taken by Docklands Academy London 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.

DAL 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 judgments 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 DAL 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, 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 needsof individuals.

**2.2** Requests for alternative formats can be made to the Academic Head, 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 DAL policy and procedures are completed annually and agreed at Quality Committee meeting taking place each summer term. Consultation with relevant stakeholders and/orusers of any related procedures.

**3.2** Responsibility for the authoring and review of the DAL policy and procedures are allocated to appropriate staff. The CEO/Principal will be responsible for the signing off of policy and procedures for DAL.

**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 ICO's (Information Commission Office) Definition document for Further Education Colleges, regulatory bodies and standards agencies.

**3.5** All Policies and Procedures including those directly affecting students in relation to recruitment, admissions, complaints & appeals, examinations and student discipline will be available through Academy's website.

## 4. Procedures

### 4.1 DAL Information takes the form of the following:

**Marketing**

- DAL website
- HE Students Handbook
- Internal and external advertising i.e. posters, flyers, banners, newspaper adverts,press releases, postcards, leaflets
- Social Media

**Student Communication**

- DAL Official Email Addresses
- DAL Student Handbook
- DAL Academic Calendar

**Staff Communication**

- Academy's email Addresses, land lines and mobile phone

**4.2** Public information is only authorised by nominated line managers within the Academy to ensure that it is accurate, consistent and in line with UK Quality Code.

**4.3** The Academy 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 DAL logo can only be used with adherence to the Academy standards and brand guidelines.

**4.6** All handbooks are updated annually and when needed in line with the HEI's guidance.

**4.7** All handbooks are reviewed 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** Department Heads are responsible for the maintenance of information related to their area in compliance with UK Quality Code for Public Information and CMA CPL good practice guidance.

**4.9** With reference to the public information preparation, review and publication, annual monitoring is undertaken and reported at the Quality Committee Meeting taking place in each summer term by the Academic Quality Coordinator. (Annual Monitoring Form to be prepared as an appendix similar to 2.5)

## 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, 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 DAL including leaflets, display stands, WebPages, advertising, text/image that appear in external publications.

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

## 6. DAL Prospectus

**6.1** Procedures are in place for the checking and accuracy of the information published within the HE prospectus at both DAL 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 DAL website for further updated information.

**6.2** The HE prospectus is compiled by the Marketing Officer who works in conjunction with CEO/Principal. 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 DAL website and other internal and external literature.

**6.4** Information provided to external organisations is signed off by CEO/Principal and Head of Administration; however DAL does not accept responsibility for the accuracy of the information reproduced by other agencies once it has left the Academy.

## 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 CEO/Principal and Academic Head.

**7.2** Press releases can only be issued by the marketing team who are authorised by CEO/Principal

## 8. The DAL website

**8.1** At DAL 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 DAL student facing policies are published on the DAL website along with a link to the HEI student facing policies.

### 8.4 Imagery

Any images, video or music is copyright of the Academy 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 Academy 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 DAL 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 DAL website.

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

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

As and when publicity materials are created the Marketing Officer will forward to the partner Colleges to ensure compliance with the HEI brand guidelines and the UK Quality Code.

## 9  Responsibility

**9.1**  The following staff are identified as having collective responsibility for the accuracy ofinformation:

| Responsibility for: | Member of Staff |
|---|---|
| **Has a principal view of all HE Information.** | • CEO/Principal |
| **Overall responsibility for compliance with the QAA UK Quality Code**<br><br>• Review of DAL website and in conjunction with the Marketing Officer<br>• Liaison with the marketing team on marketing campaigns, events and promotions of the HE offer | • Academic Head |
| **Centralised control over:**<br><br>• Marketing Communication i.e. website, prospectus and online media<br>• Communication with the press/media<br>• Protection of the DAL brand<br>• Compliance with the HEIs brandguidelines and policy on partner institutions marketing guidelines<br>• Compliance with the UK Quality Code | • Marketing officer in conjunction with CEO / Principal |
| **Responsible for the accuracy of:**<br><br>• The HE prospectus, internal and external advertising, publicity material<br>• Communication with HEIs on all public information that displays the brand and advertising of their courses<br>• Protection of the DAL brand<br>• Compliance with the HEIs brandguidelines and policy on partner institutions marketing guidelines<br>• Compliance with the UK Quality Code | • DoS for English Department |

| Responsible for the management of: <br><br> • DAL website <br> • HE social media <br> • Protection of the DAL brand <br> • Compliance with the HEIs brand guidelines on all published information that advertises the HEIs courses | • Marketing officer in conjunction with Department Heads |
|---|---|

| Responsible for the accuracy and annual up-date of: <br><br> • The course landing page information and supporting images etc <br> • Course sheet information–to be approved via the HEI link tutor <br> • Liaison with Marketing Officer with regards to news <br> • Liaison with the Marketing Officer with regards to imagery for the course landing page <br> • Compliance with the UK Quality Code | • Head of Academic Administration |
|---|---|
| Responsible for the accuracy of: <br><br> • HE Admissions Policy and Procedures <br> • Accuracy of HE course codes (if applicable) <br> • Compliance with the UK Quality Code | • Head of Academic Administration in conjunction with Head of Admissions |

## 10. Related Documents

### 11.1 Policies
- **2** Academic Management
- **4** Admissions
- **5** Student Support, Engagement and Learning Resources
- **7** Information
- **8** Marketing and Promotion

### 11.2 Procedures
- **1.5** Equal Opportunities
- **1.7** Data Protection
- **1.8** Document Preparation and Version Control
- **1.9** Review and Revision of Policies and Procedures
- **2.7** Programme Design and Approval
- **2.13** Access and Participation Statement
- **4.6** Student Induction
- **4.10** Refund of Tuition Fees and Compensation
- **4.11** Student Protection Plan
- **4.12** Consent from Parents or Guardians
- **4.13** Transfers, Suspensions, Withdrawals, Closure and Change of HE Provision
- **5.1** Student Code of Conduct
- **5.2** Welfare Services and Pastoral Care

- **5.3** Equality, Diversity and Special Needs
- **6.15** Safeguarding
- **6.16** Prevent Duty (Racist, Discriminatory, Abusive and Extremist Behaviour)
- **7.1** Review and Sign off PI
- **7.3** Social Media Protocols
- **7.4** HE Public Information
- **8.2** Recruitment Partner Selection & Monitoring
- **8.3** Links with Other Educational Institutions and Businesses

## 11.3 Terms and Conditions

## 11.4 External Reference Points

- **Office for Students (OfS) Requirements and Guidance** at *https://www.officeforstudents.org.uk/advice-and-guidance/regulation/*
- **UK Quality Code Advice & Guidance – Admissions, Recruitment and Widening Access** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/admissions-recruitment-and-widening-access*
- **UK Quality Code Advice & Guidance – Concerns, Complaints and Appeals** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/concerns-complaints-and-appeals*
- **UK Quality Code Advice & Guidance – Partnerships** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/partnerships*
- **Higher Education Code of Governance** (Committee of University Chairs, December 2014) at *https://www.universitychairs.ac.uk/wp-content/uploads/2020/09/CUC-HE-Code-of-Governance-publication-final.pdf*
- **Association of Employment and Learning Providers (AELP) principles of Good Governance for Independent Training Providers** at *https://www.aelp.org.uk/media/2595/code-of-governance-final-sept-2018.pdf*
- **OIA The Good Practice Framework for Complaints and Appeals** at *https://www.oiahe.org.uk/resources-and-publications/good-practice-framework/*
- **OIA The Good Practice Framework: Handling Students Complaints and Academic Appeals** at *https://www.oiahe.org.uk/media/1859/oia-good-practice-framework.pdf*
- **Pearson Recognition of Prior Learning Policy** at *https://qualifications.pearson.com/content/dam/pdf/Support/policies-for-centres-learners-and-employees/Recognition_of_prior_learning_and_process_policy.pdf*
- **Competition and Markets Authority Guidance for HE Providers** at *https://www.gov.uk/government/publications/higher-education-consumer-law-advice-for-providers*
- **UKCISA Code of Ethics** at *https://www.ukcisa.org.uk/Membership/Codes-of-practice/Code-of-ethics*

- **UK Visa & Immigration (UKVI) regulations** at *https://www.gov.uk/government/organisations/uk-visas-and-immigration & https://www.gov.uk/study-visit-visa*
- **Student Loans Company Regulations** at *https://www.gov.uk/government/organisations/student-loans-company*
- **Equality Act – 2010** at *https://www.legislation.gov.uk/ukpga/2010/15/contents*
- **Rehabilitation of Offenders Act 1974** at *https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/945449/rehabilitation-of-offenders-guidance.pdf*
- **Data Protection Act 2018** at *https://www.legislation.gov.uk/ukpga/2018/12/contents*
- **Keeping Children Safe in Education Jan 2021 Guidance** at *https://www.gov.uk/government/publications/keeping-children-safe-in-education--2*
- **Sex Offences Act 2003** at *https://www.legislation.gov.uk/ukpga/2003/42/contents*
- **Terrorism Act 2006** at *https://www.legislation.gov.uk/ukpga/2006/11/contents*