9. Public Information & Communication

Policy Title	**Public Information and Communication**
Date Approved	17/12/2018
Effective From	02/01/2019
Monitor	Dean of Academic Affairs/ QA Committee
Summary	This policy details the information provision of the College and how it communicates publicly. Such information includes, but is not limited to, its quality assurance system, validated programme documentation and quality assurance reviews and evaluations.
Related Policies	
Revision History & Commencement Date & Date of Next Review	Version 1 – 2019 Commencement Date (Version 1): 02/01/2020 Date of Next Review: Following Independent Assessment from Re-engagement process

Purpose

The purpose of this policy is to ensure that the public communications of the College is accurate, transparent and informative for College stakeholders.

Scope

This policy covers all public communications associated with the College's validated programmes.

Policy Statement

The College must ensure accuracy of its information provision that it puts in the public domain if it is to maintain its duty of care to its current and prospective learners. Therefore, this policy is intended to detail the how it will ensure the accuracy of its public information and the commitments that the College makes in its public communication.

9.1

Public Information

The College is responsible for the accuracy of the information that it puts into the public domain. Therefore, it must ensure the validity of such information to ensure transparency with its stakeholders.

For the purposes of this policy, *Public Communication* refers to 'information that providers communicate and publish about their activities'. The main platform that the College uses for such communication is its website.

The College will ensure its public communication is:

_Reflective of a programme as it was validated.
_Honest and transparent when detailing the College facilities, programmes, and its history of its quality assurance policies and procedures.
_Accesible and easy to navigate for stakeholders and published in full.
_Clear with regards the accreditation of a programme, or whether a programme is accredited at all.
_Clear with regards to access, transfer and progression for each programme (if applicable) is presented in a user-friendly manner.

Public Information

When the public communication is specifically targeted at prospective and/or current learners, the College will ensure the following:

_transparency regarding whether a programme leads to an award.

_where a programme does lead to an award, that the name of the awarding body is clearly stated.

_that the title of the award, whether it is recognised on the NFQ, its NFQ level (if applicable) and award type (if applicable) are clearly outlined.

_that the access, transfer and progression procedures for each applicable programme are clearly stated.

_the PEL arrangements for a programme, should they be required, are clearly outlined.

_that this learner information is monitored and updated as required.

Procedure for approving Public Communications content

	Procedure Stage	Responsibility	Evidence
1.	**Draft Content:** The College's Director of Sales and Marketing will appoint an individual (typically the Brand Manager) to draft content for the public communication. This may be new content or a revision of existing content. This content will then be reviewed by the relevant Lead for example Admissions Lead and the Senior Management Group or a member where appropriate.	**Director of Sales and Marketing** **Brand Manager** **Senior Management Group**	**Draft Content**
2.	**Review of Content:** Those nominated to review the content will do so within an agreed timeframe. Should the reviewers recommend any amendments these will be done within an agreed timeframe.	**Director of Sales and Marketing** **Brand Manager** **Senior Management Group**	**Recommendations for changes to draft content**

Procedure for approving Public Communications content

Procedure Stage	Responsibility	Evidence
it to the content writer with the attached recommendations. Ordinarily, the content writer will amend the public communications content as recommended by the reviewers. However, the content writer may not agree with all the recommendations. If this is the case, the content writer and the reviewer will subsequently meet to discuss these recommendations and come to an amicable agreement.		
3. **Updated Content (if required):** The draft content is updated by the content writer (if required) and sent to the reviewers for final sign-off.	**Director of Sales and Marketing** **Brand Manager** **Senior Management Group**	**Final Content**

9.2

Review of Public Information and Communication Policies and Procedures

The College will review the Public Information and Communication policies and procedures on an annual basis. This review will assess the adequacy and effectiveness of the policies and procedures.

The following individual(s) will be involved in this review:

Lead(s): Admission, IT, Quality, Operations, Academic Operations

Dean of Academic Affairs

Director of Sales and Marketing

Brand Manager

1 Learner

Head Library, Information Systems and Enhancement