

Quality Assurance Manual

Public Information



Foreword

The 2019 revision of the Dorset College Quality Assurance Handbook (QAH) is in line with the Statutory Quality Assurance Guidelines developed by QQI for use by all Providers[1] and the Sector Specific Statutory Quality Assurance Guidelines developed by QQI for Independent/Private Providers coming to QQI on a Voluntary basis[2], as well as the Standards and Guidelines for Quality Assurance in the European Higher Education Area, May 2015[3]. This revision also takes into consideration the evolving scope of Dorset College encompassing policies and procedures applicable to higher, further and English language education. The revision is within the context of overall governance and management structures in place to support the delivery of such programmes and specifically encompassing policies and procedures applicable to our current suite of programmes (Level 5 to Level 8) and in the future up to level 9 on the National Framework of Qualifications (NFQ).

This edition of the QAH was informed by consultation with key stakeholders of the College including but not limited to learners, staff and faculty and wider engagement with the further and higher educational community as well as external stakeholders for approval by Dorset College Academic Quality Committee upon review by an independent QQI panel.

[1] QQI's Core Statutory QA Guidelines

<https://www.qqi.ie/Downloads/Core%20Statutory%20Quality%20Assurance%20Guidelines.pdf>

[2] QQI's Sector Specific QA Guidelines

<https://www.qqi.ie/Downloads/Sector%20Specific%20Quality%20Assurance%20Guidelines%20V2.pdf>

[3] European Standards and Guidelines (ESG)

https://enqa.eu/wp-content/uploads/2015/11/ESG_2015.pdf



9. Public Information & Communication



Content

9. PUBLIC INFORMATION

9.1 Public Information

9.2 Review of Public Information and Communication Policies and Procedures

Policy Title **Public Information and Communication**

Date Approved 17/12/2018

Effective From 02/01/2019

Monitor Registrar / QA Department

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 & Version 1 – 2019

Commencement Date &

Date of Next Review

Commencement Date (Version 1): 02/01/2019

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

1.

Draft Content:

The College's Marketing Manager will appoint an individual 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 College's Marketing Manager and a member of the College's senior management team (who will not have prepared the draft content).

Marketing Manager**Content Writer****Member of Senior
Management Group****Draft Content**

2.

Review of Content:

Those nominated to review the content (Marketing Manager & member of Senior Management Team) will do so within an agreed timeframe.

Should the reviewers recommend any amendments to the content, they will return.

Marketing Manager**Content Writer****Member of Senior
Management Group****Recommendations for
changes to draft
content**

Procedure for approving Public Communications content

Procedure Stage	Responsibility	Evidence
<p>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.</p>		
<p>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.</p>	<p>Marketing Manager</p> <p>Content Writer</p> <p>Member of Senior Management Group</p>	<p>Final Content</p>

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:

[Registrar](#)

[Director of Academic
Operations](#)

[Marketing Manager](#)

[IT Manager](#)

[1 Learner](#)



Thank you.