

**Title: Higher Education Public Information****Type:** Policy and Procedures**Purpose:** To provide assurance on the accuracy of public information provided by the College**Scope:** All stakeholders**Responsibility:** Head of Higher Education**Legal Context** Data Protection Policy – GDPR 2016/679; Data Protection Act 2018. Copyright, Designs and Patents Act 1988 and subsequent amendments. Office for Students (OfS) Condition C1

## 1. Introduction

### 1.1 Policy

The purpose of this policy is to provide assurance on the accuracy of public information provided by Solihull College & University Centre to higher education students and prospective students.

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.

Solihull College & University Centre is committed to publishing information that is accurate and transparent and we aim to enable both internal and external audiences to gain an accurate impression of the organisation in order to make informed decisions and embrace the equality of opportunity for all.

### 1.2 Aims

The aims of this policy are:

- To ensure that published information enables students and external stakeholders to make informed judgements, and that the information is:
  - Accurate
  - Fit for purpose
  - Trustworthy
  - Transparent and open
  - Timely and up to date
  - Accessible.
- To ensure that the published information enables the public to make informed judgements and the information gives an accurate impression of Solihull College & University Centre.

- To ensure clear and effective communication about Solihull College & University Centre and its HE provision, which meets:
  - regulatory requirements as set out by the Office for Students (OfS) Condition C1
  - the legal requirements for Copyright, Designs and Patents Act 1988 and subsequent amendments
  - the requirements for the GDPR and Data Protection Act 2018 and Admission & Recruitment advice & guidance set out by the UK Quality Code for Higher Education and MATRIX.

## **2. Accessibility and Equality**

All information will be provided in accessible formats on request in order to meet the needs of individuals.

Requests for alternative formats can be made to the Head of Marketing & Communications, who will endeavour to ensure reasonable requests are met.

## **3. Policies, Procedures and Strategies**

Solihull College & University Centre HE policies and procedures are reviewed regularly and approved by the College's Senior Leadership Team.

Policies and procedures which directly affect students and relate to recruitment, admissions, complaints and academic appeals are available on Solihull College & University Centre's website and student VLE.

## **4. Communicating Information**

Public Information relating to higher education at Solihull College & University Centre is communicated to students and prospective students in the following ways:

### **Marketing**

- Solihull College & University Centre website
- UCAS website
- Internal and external advertising i.e. social media, posters, flyers, banners, newspaper adverts, press releases, leaflets

### **Student Communication**

- Solihull College & University Centre Student VLE - Moodle
- Student Course Handbooks

Published information is authorised by nominated relevant managers within Solihull College & University Centre to ensure that it is clear, accurate and timely and complies with the guidance provided by the Competition and Markets Authority's views on how consumer protection law applies to the higher education sector. <https://www.gov.uk/government/collections/higher-education-consumer-law-advice-for-providers-and-students>

Solihull College & University Centre follows, where available, the marketing procedures of the partner Higher Education Institutions (HEI) to maintain compliance with agreed contracts. In practice, staff have authority to communicate autonomously in a range of media, however if information displays the College's branded logo and course titles then procedures are adhered to as stated above.

The Solihull College & University Centre logo can only be used with adherence to the College standards and brand guidelines.

All student course handbooks are updated annually by course leaders in line with relevant College, awarding body, curriculum or other changes.

All student course handbooks are approved annually by Heads of School in order to maintain quality standards and adherence to the HEI partnership quality assurance guidelines, where relevant.

All course leaders are responsible for the monitoring of their course area VLE content to ensure accuracy and completeness of information.

## **5. Marketing Communication**

This includes both printed and electronic publications and advertisements that are designed to promote courses and events to potential students.

### **Definition of terms**

'Publications' – documents and other items published by Solihull College & University Centre including leaflets, display stands, webpages, advertising, text/images that appear as internal or external publications.

'Course leaflets' – online information on a course study which provides information on title of award, entry requirements, compulsory & optional modules, course structure and fees.

Solihull College & University centre seeks to make all reasonable efforts to ensure the accuracy of all information that is provided by defined individuals within the College. The College is committed to abiding by the marketing procedures of both Solihull College & University Centre and partner HEIs, where available.

## **6. Communication with the press/media**

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 the Head of Marketing & Communications. Press releases can only be issued by the Marketing Team

## **7. Solihull College & University Centre HE information**

At Solihull College & University Centre we are committed to making it easy for prospective and current students and the wider general public to access information that we publish about ourselves, as well as the courses and services we in. We are committed to:

- Articulate compulsory & optional modules on all course pages
- Provide applicants and students with clear, accurate and timely information to enable them to make an informed decision about what and where to study
- Ensure our terms and conditions are fair.
- Ensure that our complaints handling processes are accessible, clear and fair

## **8. Responsibility**

The following staff have a collective responsibility for the accuracy of information:

Vice Principal Business Growth, Skills and Partnerships

- Overview of all HE Information
- Overall responsibility for compliance with regulatory requirements, such as set out by the OfS

### **Head of Higher Education**

Centralised control over:

- The accuracy and reliability of generic HE information
- The accuracy and reliability of course information
- Communication with HEIs on all public information of validated courses
- Compliance with regulatory requirements
- Audit of website in conjunction with marketing
- Liaison with the marketing team on marketing campaigns, events and promotions of the HE offers in compliance with Solihull College & University Centre public information policy and procedures

### **Heads of School**

Responsible for the approval and accuracy of:

- Programme handbooks
- Course leaflets
- Course landing pages
- Course VLE accuracy

### **Head of Marketing and Communications**

Responsible for the accuracy of:

- Internal and external advertising, publicity material
- Communication with HEIs on all public information that displays the brand and advertising of their courses
- Information for College promotional events
- Protection of the Solihull College & University Centre brand
- Compliance with the HEIs' brand guidelines and policy on partner institutions' marketing guidelines policy and procedures
- Compliance with the regulatory requirements
- Website
- Social media
- Protection of Solihull College & University Centre brand
- Compliance with the HEIs' guidelines on all published information that advertises the HEI courses
- Promoting of College events
- Liaison with Admissions on any changes to Solihull College & University Centre website to ensure consistency of UCAS information
- Compliance with Solihull College & University Centre public information policy and procedures
- Compliance with regulatory requirements
- HE news

### **Course Leaders**

Responsible for the production, accuracy and annual review of:

- Course leaflets
- Programme handbooks
- Course materials, including assessment

<b>Author</b>	<b>Date Created</b>	<b>Approved By</b>	<b>Last Reviewed</b>	<b>Next Review Date</b>
Claudine Barnes, Head of HE & Research	December 20	SLT	July 2024 by Claudine Barnes, Head of HE & Research	July 2027

**Publication:**

**Staff Hub/Intranet:** Y  
**Website:** Y  
**Student Hub:** Y