



**north west**  
regional college  
Derry-Londonderry • Limavady • Strabane

# North West Regional College Policy and Procedures

## Public Information Guidelines

<b>Issue</b>	<b>Document Title</b>	<b>Date Last Reviewed</b>	<b>Next Review Date</b>	<b>Responsibility of</b>
4	Public Information Guidelines	February 2023	February 2024	Michelle Breslin Eoin Coyle

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## **1. INTRODUCTION**

These guidelines support the North West Regional College's procedure for oversight, control, quality and review of information about the College in the public domain.

The College is subject to regular evaluations by external bodies including the Education and Training Inspectorate and the Quality Assurance Agency. These evaluations include an assessment of the College's public information.

The College is committed to promoting equality of opportunity and good relations in accordance with Section 75 of the Northern Ireland Act 1998. These guidelines should be interpreted in a manner consistent with the aforementioned legislation.

The College will provide these guidelines in alternative formats on request where reasonably practicable, e.g., Braille, Large Print, Computer Disk, Audio formats, etc., and/or alternative language.

## **2. AIM**

The aim of these guidelines is to ensure the College publishes information which is accurate, fit for purpose, accessible, timely and legally compliant, to enable the public to engage with the College. In an increasing number of cases, the publicising of this information is mandatory to meet statutory, regulatory or professional requirements.

The College seeks to:

- Ensure external audiences form an accurate impression of the College
- Allow students and other stakeholders to make appropriately informed decisions
- Provide clear and effective communication about and within the College
- Meet relevant legal obligations

## **3. SCOPE**

The guidelines apply to all College operations and cover information published in printed, electronic or broadcast form which is intended to be made public and which refers to College courses, services, corporate strategies, policies or any aspect of its operations.

Documents associated with these guidelines include:

- Terms and Conditions
- Data Protection Policy
- Admissions and Enrolments Policy
- Learning Support Policy
- Complaints and Compliments Policy
- Procedures for Marketing, Events and PR
- Social Media Policy
- Safeguarding, Care and Welfare Policy and Procedures
- Access to Information Policy

- Fees and Charges Policy
- Course Changes, Suspension and Closure Policy
- APEL; Applicant Guidelines
- APEL Good Practice Guidelines

The College is committed to ensuring that it produces information for its stakeholders about the learning opportunities and services that we offer which allows everyone to make informed decisions and thereby receive maximum benefit at each stage of their engagement with the College.

#### **4. PUBLIC INFORMATION**

This policy covers public information in the following three areas:

- Corporate information
- Marketing Information
- Student Information

##### **Corporate Information**

The College will provide public information on how it operates. For example:

- College Development Plan
- Annual Financial Statements
- Equality Scheme
- Disability Action Plan

##### **Marketing Information**

- NWRC Website
- Full-time Prospectus
- Part-time Prospectus
- Community Education Prospectus
- Promotion Materials
- Guide to Higher Level Apprenticeships
- Social Media
- Promotional Events
- Media Relations
- Brand Identity

Information is only authorised by nominated line managers within the College to ensure that it is fit for purpose, accessible and trustworthy and complies with the UK Quality Code, Consumer Protection legislation and the Competition and Markets Authority (CMA) Guidelines.

The College complies with Consumer law which will apply to the relationship between Higher Education providers and prospective and current undergraduate students, it may also be relevant to other types of courses and students. The College will comply and ensure that prospective students are given the accurate material information

needed to make an informed decision. This will ensure that this information will include accurate information on:

- Course content, structure and how it will be delivered
- Total course costs (including tuition fees and any additional costs)

The College recognises that failure to comply with Consumer law could result in enforcement action from the CMA including warnings, undertakings and penalties.

The College also complies with partner Higher Education Institutions (HEI) requirements with regard to published information on their validated provision. The College seeks to make all reasonable efforts to ensure the accuracy of information that is provided.

Information added to the College website must be in an accessible format and compliant with The Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018. This includes all policies and procedures which must have an accessibility check prior to being uploaded to the website.

## **Student Information**

The College provides public information for potential students, current students and former students about the learning opportunities that it offers. This may be available from:

- College Website
- Terms and Conditions
- College Calendar
- Student Portal
- Student Course Handbook
- Student APEL Guidelines

All student course information is reviewed annually by the Course Team in order to maintain quality standards and adhere to College policies and procedures.

All course directors/coordinators are responsible for the monitoring of their Virtual Learning Environment (VLE – iLearn) to ensure accuracy and consistency of their information.

The College makes every effort to ensure that during the processes of admission and enrolment all prospective students receive the necessary information to enable them to make an informed choice in the selection of their programmes of study.

Information on all available courses is provided on the website and in the College Prospectus. The College also provides a series of events during the admissions and enrolment process including open days and information sessions.

Information is provided about the programme, pastoral care, financial support, what students can expect from the College, and the expectations of them and their responsibilities as students, including the code of conduct, rules, regulations, policies and procedures that apply.

Students are provided with details about how information about them is maintained and stored, and how communications about progress in their studies will be maintained and updated.

On completion of their studies, students receive a formal record and where appropriate, they shall be provided with timely and sufficient information to allow them to participate in graduation ceremonies.

## **5. PROCESS FOR PUBLISHING PRINTED & ONLINE MATERIALS**

Guidance on how to produce printed materials can be located in the College's Procedures for Marketing, Events and PR available on the intranet.

There are procedures for checking the accuracy of information published within the prospectus at both the College and the partner HEIs, as appropriate.

A disclaimer is displayed within the prospectus in order to clarify any changes that occur after publication along with a signpost to the College website for further updated information.

The College's main course Prospectuses are produced by the Marketing & PR team in conjunction with support from curriculum and support teams. 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.

Academic departments and relevant support departments receive the prospectus information (and where applicable the relevant HEI for Higher Education) in order to ensure the accuracy of a final draft, prior to being signed off by the Marketing Manager before going to publication. Information within the prospectus must be consistent with that on the College website and any other internal or external literature.

Information provided to external organisations is signed off by the Marketing Manager however, the College does not accept responsibility for the accuracy of the information reproduced by other agencies once it has left the College.

## **6. WIDER PUBLIC WEBSITE**

The College is committed to ensuring the accessibility of information for prospective students, current students and the wider general public. The website contains the following information:

### **Information about the College**

- Mission statement
- College Development Plan
- Admissions and Enrolments Policy
- Terms and Conditions
- College Calendar

## Information regarding courses, awards and applications

- Prospectus College Full time/Part Time/Community
- Guide to Higher Level Apprenticeships
- How to Apply
- Terms and Conditions
- Promotional Materials
- Financial Support
- Student Support
- College Life

## Policies

- Safeguarding, Care and Welfare Policy and Procedures
- Complaints and Compliments Policy
- Terms and Conditions
- Course Changes, Suspension and Closure Policy
- Admissions and Enrolments Policy
- Student Disciplinary Procedure
- Disclosure of Criminal History Policy
- Fees and Charges Policy
- Learning Support
- APEL; Applicant Guidelines
- APEL Good Practice Guidelines
- Data Protection Policy

All policies can be located on the Staff Portal and will be available on the College website.

## 7. SOCIAL MEDIA & COPYRIGHT

The College owns the copyright of any image, video or music and if this is not the case, it is only used with permission and acknowledged appropriately.

Images of students comply with Data Protection legislation.

The social media sites are badged as belonging to the College and are managed appropriately and in accordance with the College Social Media Policy.

## 8. RESPONSIBILITY

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

Responsibility For	Member of staff
Principal overview of all public information.	Principal and Chief Executive
Public information on the College Website	HODs/Marketing & PR Team
Marketing Campaigns	Marketing & PR Team
Compliance with College Policies/procedures	All staff

Responsibility For	Member of staff
<p>Communication with the press/media</p> <p>Communication with HEIs on all public information that displays the brand and advertising of their courses</p> <p>Protection of the College brand</p> <p>Compliance with public information policy and procedures</p> <p>Compliance with social media policy</p>	<p>Marketing Manager</p> <p>Higher Education Coordinator/Head of Quality Enhancement</p> <p>Marketing Manager</p> <p>All staff</p> <p>All staff</p>
<p>The website infrastructure</p>	<p>Marketing &amp; PR Team (supported by a contracted external agency)</p>
<p>Accuracy and implementation of policies listed in these guidelines:</p> <p>Admissions and Enrolments Policy</p> <p>Safeguarding, Care and Welfare Policy</p> <p>Complaints and Compliments Policy</p> <p>Terms and Conditions</p> <p>Course Changes, Suspension and Closure Policy</p> <p>Student Disciplinary Procedure</p> <p>Fees and Charges Policy</p> <p>Learning Support</p> <p>APEL; Applicant Guidelines</p> <p>APEL Good Practice Guidelines</p> <p>Data Protection Policy</p> <p>Access to Information Policy</p> <p>Procedures for Marketing, Events and PR</p>	<p>Compliance and Admissions Manager</p> <p>Head of Client Services</p> <p>Quality Manager</p> <p>Compliance Officer</p> <p>Quality Enhancement Unit</p> <p>Head of Client Services</p> <p>Finance Director</p> <p>Head of Client Services</p> <p>Quality Enhancement Unit</p> <p>Quality Enhancement Unit</p> <p>Compliance Officer</p> <p>Compliance Officer</p> <p>Marketing Manager</p>