



Public Information Policy

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1. Aim

1.1. This policy governs the processes involved in identifying, formulating authorising, publishing and managing information about the College that is placed within the public domain. London Churchill College aims to publish information which is:

- 1.1.1. Accurate
- 1.1.2. Fit for purpose
- 1.1.3. Trustworthy
- 1.1.4. Transparent and open
- 1.1.5. Timely and up to date
- 1.1.6. Accessible
- 1.1.7. Legally compliant

2. Nature of Public Information

2.1. The primary source for external information is vested in the College's website. Selected information is made available in the public domain via the website and other formats for prospective students and other external stakeholders.

2.2. Internal information is primarily made available to students via the Virtual Learning Environment (VLE) and staff via the Staff VLE and Google Drive. The VLE and Google Drive ensure that information is communicated to College stakeholders.

2.3. The College ensures that the following sets of information are regularly maintained and current

- 2.1.1. Mission, values and strategy framework.
- 2.1.2. Governance and risk management.
- 2.1.3. Application requirements and admission procedures to the various programmes of study.
- 2.1.4. Information regarding the selection of programmes of study and relevant information regarding the location of and the facilities available at the College.
- 2.1.5. Information on the programmes of study is available through the College prospectus for the benefit of candidates and in the Course Handbooks for the benefit of enrolled students.
- 2.1.6. The Student Handbook informs students as to what the College expects of current students and what current students can expect of the College.
- 2.1.7. The College robustly maintains the framework for managing academic standards and quality assurance and enhancement records (by type and category) of all collaborative activity that is subject to a formal agreement.



3. Policy

- 3.1. The College will ensure that published information enables audiences to form an accurate impression of London Churchill College and therefore able to make informed decisions. The policy allows for a clear and effective communication about and within the College and meet any applicable legal obligations.
- 3.2. All information will be provided in accessible formats on request in order to meet the needs of individuals.
- 3.3. Member of staff must obtain permission to contact the media or respond to requests for the College related matters. All requests are to go through the Chair of Public Information Management Group (PIMG).
- 3.4. Any form of public document can only be authorised by PIMG. Information disseminated through the Social Media Platform must be verified or approved by PIMG.
- 3.5. All marketing communications should be issued by the Marketing Department and scrutinise by Marketing, Recruitment and Admission Committee (MRAC). Dissemination of marketing information must be authorised by PIMG.

4. Third-Party Communication

- 4.1. The College has no liability for any unauthorised third-party communication.
- 4.2. The College has working agreement with selected Brand Advocates to promote awareness of itself and its courses.
- 4.3. Brand Advocates operate in accordance with the Brand Advocate Policy;
- 4.4. Communication governed by the Brand Advocate Policy or any policy that refers to the liability of or represents the College, must always be accurate in regard to:
 - 4.1.1. the awarding bodies of the courses;
 - 4.1.2. the levels and duration of the courses;
 - 4.1.3. course fees;
 - 4.1.4. any other vital information about the College or courses.

5. Management of Publications

- 5.1. The PIMG is responsible for managing the placement and removal of all publications, including Student Handbook, Course Handbooks, prospectus, websites, social media and advertisements.
- 5.2. The preparation and review/authorisation of documentation, prior to publication, shall be carried out as follows:

Document	Responsible	Reviewed by
Policies and Procedures	Senior Quality Assurance Officer	Principal's Executive Group
All materials published on Websites and Social Media sites	Head of Student Engagement	Public Information Management Group



Content placed on the Student VLE	Programme Leaders	Academic Quality Assurance Officer
Advertisement/Leaflet or any promotional material	Marketing Manager	Public Information Management Group
Programme Handbooks	Programme Leader	Head of Programmes and Academic Monitoring
Unit Handbook	Unit Tutor	Programme Manager

5.3. Any other document not listed above produced for the purposes of being placed in the public domain, should be considered as public information and should be reviewed by an internal reviewer authorised by the Principal.

6. Monitoring

6.1. Public Information Management Group

6.1.1. The Public Information Management Group (PIMG) meets minimum three times per year and oversees all public information. It is responsible for reviewing the College website and receiving termly VLE audits completed by the Quality Assurance Officer. Required changes identified and agreed by the PIMG are forward to the IT department for implementation.

6.1.2. A yearly report is produced by the Registrar on changes made to the website.

6.2. Collaborative Partnerships

6.2.1. Information on courses that are delivered in partnership with other institutions must be produced and approved in line with the Academic Partner's regulations and the agreed Collaborative Procedures Manual (CPM) that describes the roles and responsibilities of the College and the partner.

7. Misuse and Unauthorised use of College Logo and/or Information

7.1. The College will take action against any member of staff or Brand Advocate found to be using the College logo without authorisation or publishing information about the College and/or its courses that has not been approved or is inaccurate.

7.2. The College will take action against any organisation or individual, with whom the College has no relationship, found to be using the College's name, logo or any other intellectual property of the College to promote its services to London Churchill College's students or prospective students.

7.3. The Senior Admissions Officer and/or Registrar oversees regular checks to identify websites, including assignment writing services, that may be using the College's name or copyright materials without its consent.