

<b>Name of policy: Public Information Policy and Procedure</b>
<b>Created: July 2016</b>
<b>Last reviewed:</b>
<b>Responsibility for review: AQSC→GE</b>
<b>Date of next review: May 2019</b>
<b>Related policies: Freedom of Information Publication Scheme; Social Media Policy</b>

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**Public Information Policy and Procedure**

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## **Public Information Policy & Procedure**

### **1. Introduction**

The policy supports Ruskin College's procedure for oversight, control, quality and review over public domain information about the College, which is produced and distributed by the College.

### **2. AIM**

To ensure Ruskin College publishes information which is:

- Accurate
- Fit for purpose
- Trustworthy
- Transparent and open
- Timely and up to date
- Accessible
- Legally compliant

To ensure published information enables audiences to form an accurate impression of Ruskin College, make informed decisions, allows for a clear and effective communication about and within the college and meet any applicable legal obligations e.g. in relation to the Copyright, Design and Patents Act 1988, the Consumer Rights Act 2015, and the requirements of the Data Protection Act 1998.

### **3. Scope**

This policy applies to all public information in printed, electronic or broadcast form which is intended to be made public which refers to all Ruskin College's courses and activities.

### **4. Policy**

- 4.1 The College has adopted the guidance provided by the Information Commissioner in order to comply with Freedom of Information.
- 4.2 Information must be published in a manner that adequately meets the standards required by legislation, awarding bodies, regulatory bodies and stakeholder requirements.
- 4.3 All documents will be checked for grammar, punctuation, spelling and format prior to publication.
- 4.4 Public information provided will be in accordance with the college values, i.e. be transparent and processed in an open and honest manner.
- 4.5 All staff should ensure that information provided, including that on the website, intranet and through social media channels complies with college policies meets the college's standards of quality, is accurate, timely, up to date, reliable and fit for purpose.
- 4.6 Information will be provided in accessible formats. The College will endeavour to meet the requests of individuals where this is deemed reasonable.
- 4.7 Information will meet any applicable legal obligations e.g. in relation to copyright and the requirements of the Data Protection Act 1998.
- 4.8 All communications with the press and media will be through the College Communications Officer
- 4.9 The procedure for the checking of student information in accordance with the requirements of the College's validating bodies is outlined in section 6. All student-facing documentation for validating bodies will confirm with 5.1 below.

## **5. Procedure**

### **5.1 College Standards**

- 5.1.1 The author of any document to be published either internally or externally should submit a Marketing Request Form to the College Communications Officer using the College template (Appendix 1).
- 5.1.2 Authors of Policies and Procedures particularly, but also other information sources should ensure that they are referenced to the requirements of legislation and regulatory bodies where appropriate.
- 5.1.3 Authors are responsible for ensuring that information is published according to the College standards.
- 5.1.4 The College Communications Officer will be responsible for ensuring that standards are in place and available to staff.
- 5.1.5 All information published externally must be signed off by the College Communication Officer and then submitted by them for final approval by the College Principal or Vice-Principal
- 5.1.6 The College logo can only be used with adherence to the College standards.

### **5.2 Freedom of Information**

- 5.2.1 The College's Communications Officer will be responsible for ensuring that information published by the College is mapped under Freedom of Information legislation.
- 5.2.2 All formal requests for information under the Freedom of Information Act must be passed to the College Communications Officer immediately upon receipt.

- 5.2.3 The College Communications Officer will maintain a log and manage the request to completion within 20 days.
- 5.2.4 Requests by the College Communications Officer to provide records relating to a FOI request must receive urgent and immediate action.

### **5.3 Policies, Procedures and Strategies**

- 5.3.1 Responsibility for authoring and review of college policies and strategies will be allocated to appropriate managers. The College Communications Officer will, in conjunction with the College Principal/Vice-Principal, be responsible for the evaluation of each policy/procedure and strategy.
- 5.3.2 Policies which directly affect students and relate to recruitment, admissions, complaints and appeals, examinations and student discipline will be available in a timely fashion through the College web site and student intranet.
- 5.3.3 Equality Impact Assessment – those with responsibility for policies should engage with the Equality Impact Assessment framework to effectively assess new and amended policies for any discriminating elements. A screening checklist must be completed by the author for each policy developed or reviewed.
- 5.3.4 The Governing Executive is responsible for approving any changes in policy and the College Principal is responsible for approving changes in procedure.
- 5.3.5 Communication via social media sites and tools must protect the College’s institutional voice by remaining professional in tone and in good taste. College staff who use personal social media accounts must not give the impression that their social media site represents the explicit positioning of Ruskin College. Social media are powerful communication tools but they carry significant risks to the reputation of the College and its members. A prominent risk arises from the blurring of the lines between personal voice and institutional voice (see Social Media Policy).
- 5.3.6 Any social media announcements issued, or approved by, the Social Media Officer, which may include (but are not limited to) content, comments and opinions must not give the impression they are in anyway the explicit positioning of Ruskin College. Any official College position and comment must be approved by the Principal, or his or her representative, or the Social Media Officer.

### **5.4 Course Related Information**

- 5.4.1 All advertised courses must have an accurate fact sheet, which must be published on the website.
- 5.4.2 Fact sheets for new courses should be prepared and included in the course approval process.
- 5.4.3 Fact Sheets must be updated as required to accurately reflect current provision.
- 5.4.4 College prospectuses are produced annually in line with applicant need and the timeline of production of course related information.

**March** Part-time FE and HE prospectus published for courses commencing September following

**April – May** Collection of FE and HE prospectus information for courses

**June**

Editing and final publication of FE and HE prospectus

- 5.4.5 Out of date course information must be removed from circulation
- 5.4.6 All course and College marketing materials must meet the guidelines of the relevant awarding bodies.

**6. Documents Associated with this Policy**

Open University Public Information Process for Partner Institutions

Oxford Brookes University Information Process for Partner Institutions

Competition and Markets Authority: UK higher education providers – advice on consumer protection law.

The College Social Media Policy.

**7. Appendices**

1. Course Template
2. Change Process
3. Process Map for the Submission of Marketing Requests
4. Marketing Request Template

## Appendix 1

### Course page template for website

<IMAGE>

<COURSE TITLE>

<COURSE TYPE>

<Dates>

<Course Length>

<Location>

<Apply Now button>

<Contact Us: Phone, Email, Order Prospectus>

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<Brief overview of course & why choose it> *max 200 words*

<List registered bodies/accreditors>

<Whether the course and provider are regulated and by whom, for example HEFCE>

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#### **Section 1 - Course Intro 800 words max**

- i. Core modules of the course
- ii. Optional modules

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#### **Section 2 - Teaching, Learning & Assessment 500 words max**

- i. Information about how the course will be delivered - i.e. hours in class, hours on placement etc.
  - ii. Expected workload
  - iii. Info on general level of experience or status of staff delivering course
  - iv. Overall methods of assessment
  - v. Awards received after successful completion of course
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**Section 3 - Fees & Funding 800 words max**

(Condensed version of website content)

- i. total course costs including tuition fees and plans to raise fees-state that they may be subject to change
- ii. All other costs students may incur - equipment, books etc.

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**Section 4 - Entry Requirements & How to Apply 800 words max**

(Condensed version of website content)

- i. Entry requirements Inc. academic/non academic
- ii. Indication of the standard/typical level of offer

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**Section 5 - Case Study 500 words max**

(A recent case study of either a student or Alumni)

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**Section 6 - Life after Ruskin 500 words max**

(Career progression, Alumni, further study opportunities, networks etc.)

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<Course Video>

Links to:

[Open Days & Taster Sessions](#) | [Order a Prospectus](#) | [Apply Now](#)



Appendix 2

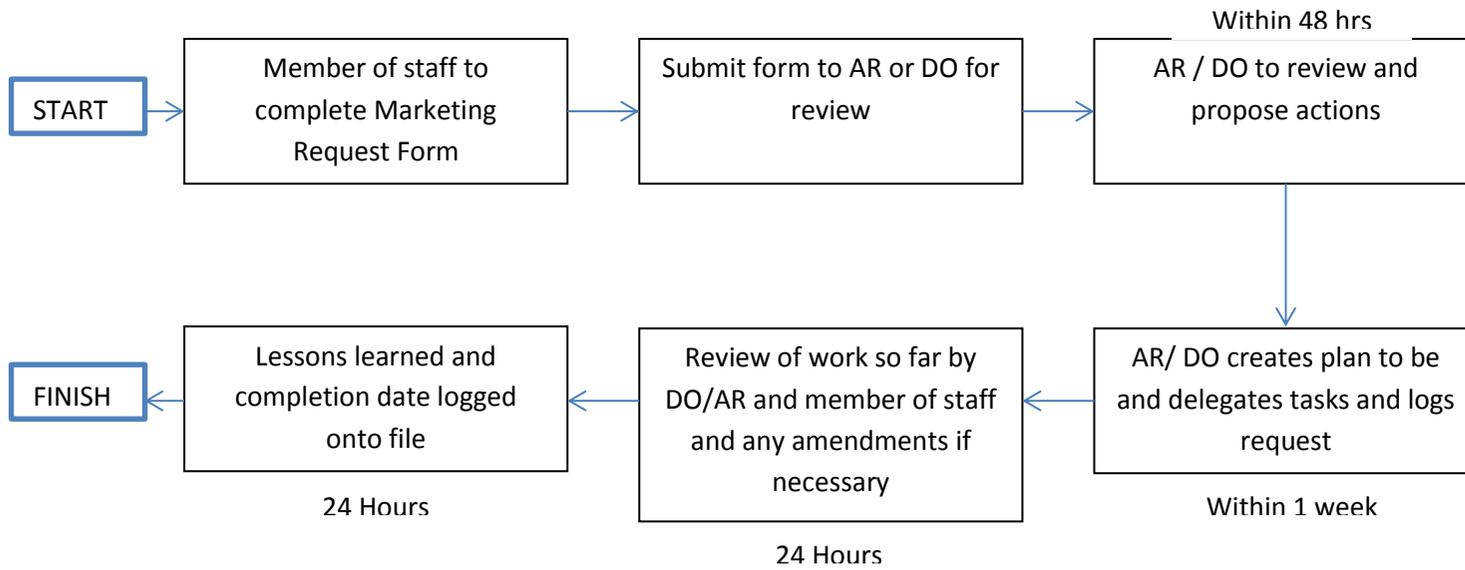
# What do you want to do?

Change process map – June 2016



Appendix 3

Process map for submission of Marketing Requests



AR – Academic Registrar  
DO – Development Officer

# MARKETING REQUEST FORM

This form has been designed to capture the colleges marketing needs, and to ensure we stay consistent in regards to branding and trustworthiness of public information. Please submit this form to either the Academic Registrar or Development Officer. We will then follow up with a meeting to discuss needs, priorities and responsibilities. (See overleaf for more information) Thank you. Please note: if you need assistance with organising an event please also refer to the Event Management toolkit.

NAME	DATE
EMAIL	DEPT.
PHONE	

## EVENT DETAILS

NAME	<b>BRIEF EVENT SUMMARY</b>
DATE	
START TIME	
END TIME	

## PRINT & WEB

(Please tick the items you need)

- FLYER   
  FACEBOOK   
  WEBSITE   
  YOUTUBE  
 POSTER   
  TWITTER   
  BANNER

## BRAND IDENTITY & VALUES

To ensure brand consistency, recognition of identity and always working to underpin our core strategic values, please tick the strategic aims that your request meet.

- Achieve cash surpluses each year in order to secure the long-term future of Ruskin (Fundraising)  
 Grow further education provision (Recruitment/Retention)  
 Promote Equality, Diversity and Inclusion across the College community (EDI)  
 Modernise the higher education curriculum and increase flexibility of delivery through partnerships with universities (Development)  
 Expand Trade Union provision at further education level and develop partnerships with the TUC, the GFTU and individual Trade Unions.

### How this process works

1. Fill out & submit Marketing Request Form
2. Marketing department reviews request
3. Meeting to discuss priorities, budgets and to set a work plan and delegate tasks & responsibilities
4. Checklist and calendar created to enable consistent workflow
5. The event, or marketing action takes place
6. We review the entire process and take any further actions needed

### MORE EVENT DETAILS

## CHECKLIST

- I have completed the form
- All the event details (venue, guest list etc) have been confirmed
- I have all the resources I need (staff, transport etc)
- I have read & understood the new Marketing, Communications and Fundraising policy.

Please list any supporting documents attached:

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## MARKETING TEAM USE ONLY

REVIEWED BY

REVIEW DATE

PROJECTED COMPLETION

ACTUAL COMPLETION

MEETINGS (DATES & PEOPLE)

Please return completed forms to the Academic Registrar or Development Officer at [news@ruskin.ac.uk](mailto:news@ruskin.ac.uk).