



Policy Area 11: Effective Publications

1. Publications Policy

Revised August 2016

UK Quality Code focus:

Part C: Information about higher education provision

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Context and QAA

This Policy Area is focused on the process for ensuring that information produced by the College is suitable for its target audience, is current and accessible, and meets the expectations of Part C of the UK Quality Code.

This Policy Area should be read in conjunction with Policy Area 1 on Admissions, as much of the information prepared by the College is distributed as part of the Admissions and Recruitment process. In addition, as all Policy Areas provide 'Information for those with responsibility for maintaining standards and assuring quality' they are all relevant in this context.

The College 'mission – values and overall strategy' is available as a separate document.
[Part C: Indicator 1]

Part C: Information about higher education provision

Expectation: Higher education providers produce information for their intended audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy.

1. Publications Policy

Disclaimer

The content in this document is for general information only. The policies and procedures are provided to the public under the Freedom of Information Act (2000) and do not constitute legal advice.

Information for the public about the higher education provider

Grafton College acknowledges that publications, including those related to research, constitute fundamental resources. Hence they should be managed in a way that would maximise the value both to individual members of the College community, and collectively to the general public at large.

The aim of the Publication Policy is to help the public to understand what information is available and, where possible, to provide an easy way of accessing the information. Moreover the purpose of the policy is to make the information produced by Grafton College about its own activities and capabilities accurate, reliable, consistent, timely and accessible across all media and production processes and over time, whether electronically or in print.

Grafton College is committed to make the information about the College, its course provision, policies and procedures available to the public either through published material or upon request. This Policy has been developed to communicate the channels utilised by the College to make information accessible for the public. Throughout the publication process it must be ensured that the information about the courses and learning opportunities is accessible, trustworthy and fit for purpose; and to ensure the academic standards set by the College and related awarding organisations are effectively met.

As a private higher education institution the College embodies the principles of openness, transparency and accountability embodied in the Freedom of Information Act (2000) and the Environmental Information Regulations (2004). Grafton College has made available large amounts of information publicly available through media such as the internet (College website) and paper format publications.

It is in the interests of the College to publish information, as far as possible, which can be released if it is the subject of a Freedom of Information request. Most of the College policies, procedures, regulations and guidance are publicly available. There are a few exceptions where the College has sensitive data related to the Data Protection Act 1998.

Publishing: Publishing is defined as making or assisting to make information publicly available in a manner which represents Grafton College, its programmes of study, capabilities, activities and interests. This can be on the College's website or by links from that website, or through access to the College's data network, or printed, electronic or reproduced in any form whatsoever.

Policy Objectives

The objectives of the policy are to comply with the requirements of Part C of the UK Quality Code for Higher Education 'Information about higher education provision'. These are:

- to communicate the purposes and value of higher education to the public at large;
- to help prospective students make informed decisions about the College's location; courses, start dates and the mode of study;
- to inform students of their higher education learning opportunities;
- to safeguard academic standards and enhance academic quality.

Principles

The College ensures that the underlying principles for the publication of material aligns with the principles of Part C. These basic principles are that the College:

- produces timely, current, transparent and relevant information for current and prospective students;
- takes responsibility of the material produced and published on the media tools used by the College, including website, leaflets, Facebook and posters etc;
- remains accountable for the information that it communicates to its students about courses, resources and available facilities;
- ensures that the information related to courses and the available facilities is accessible for prospective and current students to make informed choices;
- ensures that the information available to students accurately reflects the learning opportunities offered.

Compliance: In complying with Part C and with general expectations, the College publish information on the College website that relates to:

- Governance;
- Policies and Procedures;
- Human Resources;
- Students' Administration and Support;
- Publications on Courses;
- Publication of External Reports;
- Learning Opportunities;
- Information Services;
- Equality & Diversity;
- Health & Safety.

Production and Approval Processes for Printed Material

This policy provides information on responsibilities and processes for publishing marketing and public information in electronic and print material. The printed material could include posters, brochures, leaflets and advertisements and electronic material in the form of webpages and online advertisements.

The Academic Board will approve the marketing materials bearing the details of courses and awards it offer as well as the academic and procedural contents. The material then is

forwarded to the marketing team who check the marketing aspects of the material and make the material available and accessible.

The College endeavours to share the marketing material with its awarding organisations and should keep the correspondence records for reference and quality monitoring purposes. In this regard the College has produced guidelines for publishing marketing material as a separate document which is available on the website in the College Policies section.

Publications on the Internet:

The College Website: Information for prospective students

The College website provides information about the mission statement, objectives and overall strategy, and has clear links to courses offered at the College. This includes student information and admission procedures. Detailed information about the nature of each programme offered at the College is available on the Website for prospective students to make an informed decision on selecting a programme of study. In addition, a wide range of courses on the website fulfils the need of diverse populations of prospective and current students. Information on career opportunities and progression provides information on the next destination to graduates. [Part C: Indicator 3]

Maintenance of College Website

The website is designed, maintained and looked after by the Head of Organisation and Marketing Manager who liaise with the Academic Board for programme details, news entries and external reports. The website is checked twice a year and a routine procedure is in place to check and change the publications.

Virtual Learning Environment - Moodle: Information for current students

Information about the programme of study is available to current students throughout their course of study at the College and appropriate support is provided on technical issues by dedicated staff. The College intranet is a micro-website that holds details of the programmes of study, academic calendars, student handbooks, programme handbooks, course work schedules, and the expected requirements of the students; the College intranet is maintained by the academic staff, student welfare section and supported by technical staff. [Part C: Indicator 5]

Student Handbooks are course related, but also detail what the College expects of its students if they are to succeed, and also what the students can expect from the College. [Part C: Indicator 5]

Information for students on completion of their studies

The college currently offers a full-time two year Pearson Higher National Diploma. Although the College is seeking a University franchise partner that will allow it to offer a Level 6 top-up programme, it has no current course of this nature.

The College provides learners with details of a number of Universities that offer a Level 6 top-up programme that is suited to the Grafton College HND. These Universities are invited into the College to address the students.

All students are given, on completion of their studies, a detailed record of their achievement. This information is provided as part of the Pearson record of achievement and certification. In addition, the College will provide an academic reference for all learners. [Part C: Indicator 6]

Information for those with responsibility for maintaining standards and assuring quality

The College produces information as a result of its evaluation of all its Policies. Two areas central to this process are its Learning and Teaching Policy (Policy Area 2) and the Assessment Policy (Policy Area 3).

The former area provides information on the effectiveness of the learning process, and within that the quality of learning opportunities offered to students. Feedback mechanisms within that process include student feedback (Policy Area 4), staff feedback, and feedback from external (Pearson) examiners.

The Assessment Policy provides feedback on completion and progression rates for students, and compares success rates across the different entry routes. These statistics are subject to review by Pearson as the awarding organisation, and their acceptability, or otherwise, reported. External Subject Verifier reports are an invaluable source of information 'for those with responsibility for maintaining standards and assuring quality'.

Other Policies also provide information. The Admissions Policy provides detail on the nature of applicants and can be later compared with (Assessment Policy) achievement data. The student effectiveness of the 'student voice' can be evaluated and the points made by students (Learning and Teaching Policy) actioned. All Policies provide information to senior managers in their management of standards and quality. [Part C: Indicator 7]

Publications in Print Form

Handbooks:

The information on students' code of conduct and their expectations of the College are available in the student handbook and other policies and procedures which are printable. When information is of sensitive nature and cannot be made accessible in the public domain it is available upon request only.

Leaflets, prospectuses and other print material

Printed material will be made public only for programmes which have been approved for provision by the respective awarding organisation.

Materials for print may be produced by any member of the Marketing Team (hereinafter called the Author) in accordance with the College's Publication Policy.

Drafts of any materials produced for print must be approved by the Academic Board (or the nominee) in written form (e-mail or signed copy) after receipt from the Author before they are made public and forwarded to the Marketing Manager. The Marketing Manager (or nominee) will thus ensure that the print material fulfils the following objectives:

- factually accurate, legally correct and up to date;
- consistent in all aspects (content, branding, language and style);
- using the College's approved title, logo and URLs.

Publications Audit Schedule

All publications, electronically or in print, are checked twice a year and a routine procedure is in place to check and change the materials. After the routine check, all changes made will be logged in the Publications Audit Schedule.

Review and Evaluation

This Policy Area, as with all others, is subject to annual review in July each year. Its efficiency and effectiveness will be evaluated and modifications made as required.

Part C: Information about higher education provision

Expectation and Indicators

Higher education providers produce information for their intended audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy.

Indicator 1

Providers publish information that describes their mission, values and overall strategy.

Indicator 2

Providers describe the process for application and admission to the programme of study.

Indicator 3

Providers make available to prospective students information to help them select their programme with an understanding of the academic environment in which they will be studying and the support that will be made available to them.

Indicator 4

Information on the programme of study is made available to current students at the start of their programme and throughout their studies.

Indicator 5

Providers set out what they expect of current students and what current students can expect of the higher education provider.

Indicator 6

When students leave their programme of study, higher education providers issue to them a detailed record of their studies, which gives evidence to others of the students' achievement in their academic programme.

Indicator 7

Providers set out their framework for managing academic standards and quality assurance and enhancement and describe the data and information used to support its implementation; and maintain records (by type and category) of all collaborative activity that is subject to a formal agreement.