

# Higher Education

## Public Information Approval Policy

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|---------------------|---|
| Purpose             | To provide assurance on the accuracy of public information provided by the College  |
| Author              | Head of Marketing   |
| Date                | March 2021  |
| Date of Next Review | March 2023  |
| Approval Body       | SLT   |
| Policy Available    | Staff Intranet and College Website  |
| 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 Milton Keynes College to higher education students and prospective students.

The policy covers information published in electronic or printed format, which refers to higher education 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.

Milton Keynes College 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 to make informed decisions and embrace the equality of opportunity for all.

### 1.2 Aims

- 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, and accessible
  - To ensure that the published information enables the public to make informed judgements and the information gives an accurate impression of Milton Keynes College

- To ensure clear and effective communication about Milton Keynes College and its higher education 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 to meet the needs of individuals. Requests for alternative formats can be made to the Marketing department who will endeavour to ensure reasonable requests are met.

## 3. Communicating Information

Public Information relating to higher education at Milton Keynes College is communicated to students and prospective students in the following ways:

### Marketing & Communications

- Milton Keynes College Website
- Aggregator websites
- Prospectus
- Internal and external advertising i.e. social media, posters, flyers, newspaper adverts, press releases, digital advertising, school liaison

### Student Communication

- Milton Keynes College Student VLE - Moodle
- Student Course Handbooks

Published information is authorised by nominated relevant managers within Milton Keynes College 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. [www.gov.uk/government/collections/higher-education-consumer-law-advice-for-providers-and-students](http://www.gov.uk/government/collections/higher-education-consumer-law-advice-for-providers-and-students)

All requests for marketing are to go through the Head of Marketing and the Marketing department. The Milton Keynes College logo must only be used with adherence to the College standards and brand guidelines.

Milton Keynes College follows, where available, the marketing procedures of partner Higher Education Institutions (HEI) to maintain compliance with agreed contracts.

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

## 4. Responsibility & Approval

| Public Information Owners Area | Lead   | Recommendations/ Approvals                           |
|--------------------------------|--|--|
| Finance                        | HE Finance – Management Accountant – Business Partner  | Head of School/HE Programme Lead                     |
| VLE                            | Head of Digital Learning, Quality & Student Experience | Head of School/HE Programme Lead; Academic Board;    |
| Student Advice                 | Head of School/HE Programme Lead                       | Head of School/HE Programme Lead                     |
| Admissions                     | Head of Admissions, Bursary and Data                   | Head of School/HE Programme Lead                     |
| Library                        | Librarian – Quality & Student Experience               | Head of School/HE Programme Lead                     |
| Student Services               | Head of Student Development and Support                | Head of School/HE Programme Lead                     |
| Careers and HE advice          | Careers Leader – Quality & Student Experience          | Head of School/HE Programme Lead                     |
| Marketing                      | Head of Marketing – Business Partner                   | Head of School/HE Programme Lead                     |
| Quality & Standards            | Head of Quality – Quality & Student Experience         | Academic Board, Head of School/HE Programme Lead     |
| Teaching & Learning            | Head of Quality – Quality & Student Experience         | Head of School/HE Programme Lead                     |
| Programme- specific material   | Head of School/HE Programme Lead                       | Academic Board, Head of Marketing – Business Partner |
| HE Resources                   | Head of School/HE Programme Lead                       | Head of Marketing – Business Partner                 |

*This policy and procedure is subject to The Equality Act 2010 which recognises the following categories of individual as Protected Characteristics: Age, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion and Belief, Sex (gender), Sexual orientation, Disability.*