Higher Education
Public Information Approval Policy

Purpose	To provide assurance on the accuracy of public information provided by the College
Author	Head of Marketing
Date	March 2023
Date of Next Review	March 2025
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

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- To ensure clear and effective communication about Milton Keynes College and it's 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, 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

All requests for marketing are to go through 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.

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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	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	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.

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