
Public Information and Communication

1.1 Policy for Public Information and Communication

QA Area (s)	<ul style="list-style-type: none">Public Information and Communication
Applies to	<input checked="" type="checkbox"/> Staff only <input type="checkbox"/> Learners only <input type="checkbox"/> Staff and learners
Policy Owner	Director of Academic Affairs and Registrar

1.1.1 ESG Standard:

ESG Standard 1.8

Institutions should publish information about their activities, including programmes, which is clear, accurate, objective, up-to-date and readily accessible.

1.1.2 Purpose

This policy sets out the principles that the College adopts for the comprehensive and effective public communication about the College and its programmes, including information that will help prospective learners make informed choices.

1.1.3 Scope

This policy applies to all staff involved in the preparation and/or dissemination of communication material for the public and prospective students.

1.1.4 Policy

The College is committed to the publication of “clear, accurate, up to date and easily accessible”¹ information, for all stakeholders on the College website. It ensures that all information published by the College is monitored for accuracy and honesty on an ongoing basis.

1.2 Provision of Information

1.2.1 General Information

Responsibilities:

It is the responsibility of the Director of Academic Affairs and Registrar to ensure all relevant Information published by the College is comprehensive, accurate and honest. Information in this context, is any information about the College that is available publicly or specifically promoted and includes the following:

- Essential and legal details about the College.
(e.g. full name, location of College, key staff, legal and accreditation status, contact details)
These are available on the College website, and through official documentation which is

available upon request.

(Reviewed and updated, where necessary, annually)

- College Mission and Strategy.
- Information regarding education and training programmes including non-accredited programmes:
 - Programme Information.
 - Arrangements for the protection of enrolled learners.
 - Terms and conditions.
 - Tuition and all associated fees.
 - Pre-enrolment Information.

(Reviewed and updated, where necessary, annually)

- QA policies and procedures:
 - Quality Assurance Manual.
 - Access, Transfer and Progress, Recognition of Prior Learning Procedure (RPL) and other relevant (Prospective) Learner information in relation to Programmes of Education and Training.
 - These Policies and Procedures are available in the Quality Assurance Manual.

(Reviewed and updated as and when appropriate)

- Reports from QA or programme evaluations, this includes, but is not limited to:
 - Initial engagement and re-engagement.
 - Validation Reports.
 - Programme Revalidation Reports.
 - Institutional review.

- Information Provision and Data Management

This information includes information about the use of personal data and right to privacy. It includes details of how the College processes and manages data. This is available on the College website and in the Quality Assurance Manual.

(Reviewed and updated, where necessary, annually)

- Marketing Materials

This information is available through brochures which are available in the College, and through online advertisements (e.g. Promoted Posts on Social Media), and at conferences, workshops and events where the College has an active presence.

(Reviewed and updated, where necessary, annually)

- Where information provision involves active engagement with the public/stakeholders, all communications shall be conducted in an honest, helpful, respectful and friendly manner.

1.2.2 Information Provided to Learners

It is the responsibility of the **Director of Academic Affairs and Registrar**, in conjunction with the **Director of Academic Programmes**, to ensure all relevant programme and award information is made available on the College website to prospective learners and that it is current, honest, transparent and facilitates comparison.

The College website is used as the primary tool to communicate public information. In addition to marketing information and programme information above, other information available on the website includes information on upcoming events, news, College activities and the relevant support services attached to a programme.

A review is conducted on an annual basis prior to production of the recruitment campaigns for enrolment. This ensures accuracy is maintained to enable prospective learners to have clear, transparent information to facilitate comparison and better decision making.

Such information includes:

- Whether or not a programme leads to an award.
- The name of the awarding body. The title of the award; whether the award is recognised in the NFQ and if so, the award type and NFQ level.
- Whether the programme is subject to procedures for access, transfer and progression and if so, what these are.
- Details of the PEL arrangements in place, should PEL be a requirement.
- Prior to enrolment all learners have access to information including:
 - Programme information:
 - Programme learning outcomes
 - Entry requirements
 - Access, transfer and progression
 - Commencement dates
 - Admission procedures
 - Fees
 - Any additional non-discretionary costs
 - Terms and conditions
 - Arrangements for the protection of enrolled learners
 - Information pertaining to the blended mode of delivery, including:
 - The blend of learning that will be experienced within a specific programme (i.e. the proportion of online asynchronous, online synchronous and face-to-face learning; the extent to which learning is autonomous, collaborative or supported).
 - The realistic commitment required from a learner to successfully complete the programme.
 - Pre-knowledge or technical skills a learner requires to successfully complete the programme.
 - The hours when academic, technical and pastoral supports are available and the nature of these supports.
 - Details of any hardware or software required to enable access to or participation in College programmes, and mechanisms to test hardware.

- Mandatory attendance or participation requirements for specific aspects of the programme, where these exist.
- Terms and conditions relevant to a specific programme (e.g. specified timings for synchronous learning or assessment, regulations pertaining to re-assessment opportunities).

This information is either available to all on the College website or included in the learners' offer letter and enrolment information.

In addition, learners, through the Class Representative system have access to reports and minutes of appropriate boards and committees.

1.2.3 Programme Lead

It is the responsibility of the **Programme Lead** to ensure all relevant programme and award information is available to enrolled learners in the Student Handbook and Module Guides.

1.2.4 Responsibility

- The **Director of Academic Affairs and Registrar** is responsible for ensuring that all information in the public domain is clear, accurate, objective, up to date and easily accessible and for ensuring that reports issued for formal evaluations including College enhancements are published in a timely manner. Such information is made available on the College website, intranet or in the Student Handbook, and other marketing material.
- It is the responsibility of the **Marketing Manager** to ensure that all such information is current.
- The **Head of Quality Assurance and Enhancement** oversees the authorship, maintenance and review of all documentation relevant to the College's Quality Assurance Framework.
- **Programme Leads**, under the guidance of the **Head of Faculty**, are responsible for the ensuring the accuracy of all programme material that is published.
- The **President** is responsible for the maintenance and review of all legal documentation pertinent the College and its operations.
- The **Academic Council** is responsible for approving all changes and updates to documentation that, in any way, directly affects or has an impact on the Academic Framework of the College.

1.2.5 Related legislation, regulation or guidelines:

- ¹Core Statutory Quality Assurance Guidelines, 2016 (QQI) - Section 9
- Sector Specific (Independent/Private) Statutory Quality Assurance Guidelines 2016 (QQI).