MORLEY COLLEGE LONDON

Public Information Policy

POLICY OWNER: The Head of Marketing and Communications
COMMITTEE: Policy Committee
LAST APPROVAL: 19/12/2017
NEXT REVIEW: 19/12/2021

Equality Analysis Screening

Equality analysis is a way of considering the effects on different groups protected from discrimination by the equality act. Consider if there are any risks within this policy that will adversely affect a particular group or a variety of groups. Are there any changes that need to be made to the policy its self or additional actions that need to be made to mitigate the risks? The protected characteristics are:

- Race
- Gender
- Disability
- Age
- Sexual Orientation
- Gender reassignment
- Religion and Belief
- Maternity and Pregnancy
- Marriage and Civil Partnership

Risks identified:

Access to information needs to be provided to those falling within the protected characteristics listed above. Alternative ways of accessing information will need to be provided to those with a disability or those requiring a translation of information on request.

Evidence used: (data, consultation)

No data is available and no further consultation is required.

Does this policy need a further action before it can be approved?

No further action required.

Morley College London
Public Information Policy

1. Aims and Purpose

2.1: This policy should ensure that Morley College London publishes information that is:

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

2.2 The College's public information will enable external audiences to form an accurate impression of the College and make informed decisions.

2.3 Public information is to be communicated in the context of relevant policy and legislation including the Data Protection Act 1998, Freedom of Information Act 2000, Copyright, Design and Patents Act 1988, the Consumer Rights Act 2015, and the QAA UK Quality Code Part C expectation that *'UK higher education providers produce information for their intended audiences about the higher education they offer that is fit for purpose, accessible and trustworthy.'*

2. Morley College London in Context

2.1 This policy directly relates to supporting the following strategic objectives of the College: Strategic Goal 1: Creating Outstanding Learning Opportunities; Strategic Goal 2: Delivering an Outstanding Student Experience, Objective 1A: offering a demand-led, diversified and progressive curriculum. The Public Information Policy aims to facilitate awareness amongst all student audiences and external stakeholders of its course offerings.

2.2 It also supports Strategic Goal 2: Delivering an Outstanding Student Experience, Objective 2B: meeting diverse learning needs and facilitating student satisfaction and retention by allowing students to make informed choices about the College's courses.

3. Scope of Policy

3.1 This policy covers information published in electronic or printed form, which includes information about Morley College London academic programmes, services, corporate strategy, staff recruitment, advertisements, and policies.

3.2 This policy does not cover letters, verbal communication, presentations, financial statements, audit documentation, or teaching and learning materials used at the College.

- The types of public information covered *includes*
- College guides
- Website
- Official social media channels
- Student information including handbooks, enrolment materials and progression guidance

- Public institutional information, including the College's Strategic Plan.

4 Responsibility structure

4.1 The Head of Marketing and Communications is ultimately responsible for leading implementation of the Public Information Policy.

The following marketing materials are directly managed by the Marketing and Communications Team:

- Online and traditional advertising
- Public relations with both traditional and online media outlets
- Marketing collateral (including course guides)
- College-wide social media channels
- Website content (excluding course outlines).

4.2 The following material is created at department level, with the Marketing and Communications Team providing support to maintain quality of communications:

- Course outlines
- Subject based social media channels.

(For social media management guidance please refer to the Social Media Policy).
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4.2 The accuracy of public information relating to the College's Strategic Plan is the responsibility of its Senior Management Team, consisting of its Principal, Vice Principal, Deputy Principal and Finance Director.

4.3 Morley College London will provide Public Information upon request in an accessible format to meet its obligations to those with protected characteristics as defined under the Equality Act 2010.

5 General Marketing Communications

5.1 This section applies to all PR and advertisements and promotional assets, including course guides (printed and electronic) and website and social media content, which are explicitly designed to promote courses to potential and current students and which are published by the Marketing and Communications Team.

5.2 The Marketing and Communications Team will make all reasonable efforts to ensure accuracy of information based on data provided by defined individuals, departments and committees within the College.

6 Course Guides

6.1 As course guides are substantial reference documents, a series of sequential checks will be undertaken by the Marketing and Communications Team to ensure the accuracy of published information.

6.2 The College staff identified below have joint and collective responsibility for ensuring accuracy of Course Guides:

- Description of courses – relevant Programme Managers

- Course area overviews – Head of School
- Student Information– Student Services Manager and the Quality and Standards Manager
- Events – Events and Alumni Officer
- General Morley College London information – Head of Marketing and Communications and the Principal, Vice Principal and Deputy Principal
- Overall quality of publications – Head of Marketing and Communications.

7   Website and advertising

7.1 The Marketing and Communications Team are responsible for ensuring that:

7.1.1   Any images, videos or other content used for promotional purposes are the copyright of the College, or where this is not the case, can be used with permission of the copyright holder.

7.1.2   All social media sites badged as belonging to the College are managed appropriately, with processes in place to deal with user-created content and behaviours of participants who may not be formally part of the College, as outlined in the College's Social Media Policy.

7.1.3   Every effort will be made by the College to ensure that communications produced will be grammatically and orthographically correct and of an appropriate register.

8   Public Relations

8.1 Individual staff may contact and respond to any requests from the media without reference to the College, when Morley College London itself is not directly concerned.

8.2 Where comment is being sought from staff regarding College-related matters, responses should be reviewed by the PR and Marketing Officer prior to supply to the media outlet.

8.3 Press releases can only be issued by the Marketing and Communications Team, and the responsibility for producing official press releases sits with the PR and Marketing Officer.

8.4 Approval level of a press release will depend on the nature of a story, but will always include the Head of Marketing and Communications and the Principal, and may include the Vice Principal and/or Deputy Principal.

Appendix

Guidelines for writing public information

The following guidelines should be considered by Morley College London staff who are creating content for public distribution.

Every effort should be made to ensure that:

- Information and contact details are correct and current
- Writing style is clear and in plain English
- Content is easy to scan/understand
- Bullet points are used where appropriate to make scanning the page easier
- PDF format should be used for documents that do not need to be altered by viewers
- Information such as third party endorsements, ratings or rankings are fully listed, with hyperlinks included where possible to verify information

- Any images, videos or music must either be College copyright owned, or appropriate permissions need to have been secured to allow usage.

Indicative information Morley College London will share publicly

Note: we will also review public information requests on a regular basis

1. **Plans, Reports and Minutes**

- Strategic Plan
- Curriculum Strategy
- Annual Report and Financial Statements
- Self –Assessment Report
- Equality and Diversity Report
- Gender Pay Report
- Minutes of recent Board meetings

2. **College Policies**

A. Student related Policies

- Assessment and Appeals Policy
- Controlled Assessment Policy
- Information and Data Protection Policy
- Student Support Policy
- Learning Teaching and Assessment Policy
- Student Engagement Policy
- Student Harassment and Bullying Policy
- Plagiarism Policy
- HE Admissions Policy
- Work Experience Policy
- Recognition of Prior Learning Policy
- Research and Scholarship Policy
- Course cancellations, closures and changes Policy
- Student Disciplinary code

B. Corporate Policies

- **Preventing Extremism and Radicalisation Policy**
- Data Protection Policy
- Equality and Diversity Policy
- Health and Safety Policy
- Safeguarding Policy
- Risk Management Policy
- Fees and Refunds Policy
- Financial Regulations
- Health and Safety Handbook

- Timetable and Room Bookings Policy
- Treasury Management Policy
- Governors Travel and Subsistence Policy
- Freedom of Information Policy
- Environmental and Sustainability Policy
- Public Information Policy
- Double Funding Policy

C. Employment Policies

- Annual Leave Policy
- Prevention of Harassment and Bullying
- Performance Management Policy
- Information Systems and Acceptable Use Policy for Staff
- Capability Policy and Procedure
- Special Leave Policy
- Time off in Lieu Policy
- Redundancy Policy
- Retirement Policy
- Maternity Policy
- Morley College Childcare Voucher Scheme Policy
- Stress Management Policy
- Absence Management Procedure
- Disciplinary procedure for employees
- Flexible working procedure
- Grievance Policy and Procedure
- Probation procedure (HPL)
- Recruitment and Selection
- Self employment procedure
- Volunteer Policy Procedure & Agreement
- Teacher Training and Development Policy
- Local Government Pension Scheme Discretions Policy
- Public Interest Disclosure (Whistleblowing) Policy
- SPH Disciplinary and Grievance Policy
- Social Media Policy

3. Governance Framework

- Articles of Association
- Code of Governance
- Code of Conduct for Governors
- Scheme of Delegation
- Standing Orders
- Committee Structure and Terms of Reference (summary document outlining the committee structure with the separate terms of reference of the five committees)
- Role descriptions (eight documents)
- Summary of governor responsibilities
- Board and Committee membership
- Calendar of meetings