

TITLE: Information for HE provision policy	REF:	VERSION:1
APPROVED: By SMT policy group	DATE:25 th April 2011 Updated 25 th August 2014	REVIEW DATE:25 th August 2015
LEAD PERSON: Bill Hunt – Higher Education Manager		
EQUALITY IMPACT ASSESSMENT:		
STRATEGIC PRIORITIES: To ensure that information published by Activate Learning about its higher education provision is accurate, complete and accessible		

Main points of policy	<ul style="list-style-type: none"> To ensure information provided to existing and potential Higher Education students is accurate, complete, accessible and timely. To establish a procedure and timeline by which information is approved, published, reviewed and updated To provide internal and external reference points for checking Information prior to approval
List of procedures for implementation	<ul style="list-style-type: none"> Information checklist
Related policies, documents and strategies	<ul style="list-style-type: none"> UK Quality Code Part C Higher Education Funding Council for England (HEFCE) – guidance on Key Information Sets (KIS) Programme Specifications Collaborative Agreements Operation Manuals Higher Education Strategic Plan

Equality and diversity statement

It is the policy of Activate Learning to recognise and encourage the valuable and enriching contribution from all who work and learn here and the rights of all individuals who come into contact with the organisation such as prospective students and job applicants.

We believe that people from a range of backgrounds and experiences can enhance the life and development of the institution and that all individuals should be treated on the basis of individual merit and without prejudice. Activate Learning will, therefore aim to provide an education service which actively promotes equality of opportunity and freedom from discrimination on grounds of age, cultural background, economic status, disability, ethnicity, gender, religion/belief, marriage/civil partnership or sexual orientation in both education and employment. We will strive vigorously to remove conditions which place people at a disadvantage and will actively combat bigotry and discrimination. Activate Learning expects all employees, students, and associated partner organisations to adopt this policy.

Activate Learning is committed to carrying out Equality impact Assessments on its policies and procedures in order that some measurement is made of the contribution that the policy/procedure makes towards equality and diversity objectives.

1. Background to the policy

Activate Learning produces a wide range of information about its higher education provision for a variety of audiences and purposes, including;

- To communicate the purposes and value of higher education to the public at large
- To help prospective students make informed decisions about where, what, when and how they will study.
- To enable current students to make the most of their higher education learning opportunities.
- To confirm the achievements of students on completion of their studies
- To safeguard academic standards and assure and enhance academic quality.

Activate Learning is responsible for ensuring that all information published about its higher education provision is accurate, complete and accessible under its collaborative agreements with University partners, and in meeting the expectations of Part C of the UK Quality Code for Higher Education: ***‘Higher Education providers produce information for their intended audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy.’***

The following general principles are detailed within Part C of the Quality Code and have been adopted by Activate Learning for the purposes of producing information about its higher education provision:

Principle 1: Information that higher education providers produce about themselves and the learning opportunities they offer should be clear, timely, current, transparent, and focused on the needs of the intended audiences.

Principle 2: Higher education providers are responsible and accountable for the information they produce about the higher education learning opportunities they offer. At the same time, providers have autonomy regarding the mechanisms and media they choose to communicate this information.

Principle 3: Information should be available and retrievable where intended audiences and information users can reasonably expect to find it. The format and delivery of information should take account of the access requirements of a diverse audience.

Principle 4: Information produced by higher education providers should offer a fair and accurate reflection of the higher education learning opportunities they offer.

In addition, Activate Learning will determine and communicate information about higher education in the context of legislation and best practice guidelines including:

- The Higher Education Funding Council for England (HEFCE) guidance on Key Information Sets (KIS) for prospective students
- UK Quality Code for Higher Education, Part C.
- Data Protection
- Equality Act 2010 (chapter 2)
- Freedom of Information Act
- Collaborative agreements with University partners

2. Definitions

Collaborative Agreements		Agreements with University partners which detail the requirements for approving public information
Higher Education Funding Council for England	HEFCE	Body responsible for funding Higher Education provision
Key Information Sets	KIS	All HEFCE funded institutions will need to provide this information to potential applicants as from August 2012
National Student Survey	NSS	Annual survey of graduates undertaken by IPSOS/MORI
Quality Assurance Agency	QAA	Organisation With responsibility for reviewing the quality and standards of Higher Education
Universities and Colleges Admissions Service	UCAS	Central organisation through which applications are processed for entry to Higher Education

3. Scope of the Policy

This policy covers all information published in electronic or printed form which refers to academic programmes provided by Activate Learning for existing and potential students. It does not cover verbal communications, presentations or teaching and learning materials. The range of information covered by this policy includes the following publications:

- Higher Education Prospectus
- Higher Education Admissions Policy
- Key Information Set
- Web pages
- Programme Handbooks
- Higher Education Student Handbook
- Programme Specifications
- Virtual Learning Environments (VLE)
- All Marketing materials
- On-line media publications
- Higher Education policies
- Higher Education Strategy

4. Policy Statement

Activate Learning is committed to ensuring that published information is accurate, complete and timely so that existing and potential students are able to form an accurate impression of the College and to make informed decisions.

5. Procedures associated with policy

Communication of public information as defined under section three of this policy is authorised centrally by the Higher Education Learning Partnerships Office, following consultation with curriculum and business support teams and approval by the relevant authorities within partner universities as required by their collaborative agreements with Activate Learning.

Information checklist

The following table provides an account of the information published by Activate Learning about its' higher education provision and identifies who is responsible for originating, approving and publishing it.

Publication	Initiated by	Approved by	Date published	Review date	Consulted
HE Prospectus	GMBP	AB/HEM	September	June	HELP/HEPC/AB
PT Prospectus – first edition	GMBP	AB/HEM	May/June	February	HELP/HEPC/AB
PT Prospectus – second edition	GMBP	AB/HEM	December	November	HELP/HEPC/AB
FT Prospectus	GMBP	AB/HEM	October	June	HELP/HEPC/AB
AL Websites	GMBP	HEM	Ongoing	September	HELP/HEPC/AB
UCAS Website adverts	GMBP	ADMC	Ongoing	September	HELP
UCAS Convention Guide	GMBP	ADMC	March	January	HELP
On-line media	GMBP	ADMC	Various	As required	HELP/HEPC/AB
Direct mail	GMBP	ADMC	Various	As required	HEPC
Videos	GMBP	ADMC/AB	Various	As required	HELP/HEPC/AB
Press Ads	GMBP	ADMC	Various	As required	HELP/HEPC/AB
HEAP Guide	GMBP	ADMC	February	November	HELP
Flyers	GMBP	ADMC	Various	As required	HEPC
Banners	GMBP	ADMC	Various	As required	HELP
Key Information Sets	HELC	HEM			HEPC/AB
Programme Specifications	AB/HELP	HEM/AB	September	July	HEPC
Programme Handbooks	HEPC	AB/HEM	September	July	HELP
HE Policies	HEM	HEAB	September	August	HESR/HEPC/AB
VLE	HEPC	HEPC	September	July	HELP/HEML

KEY:

GMBP: Group Marketing Business Partner

AB: Awarding Body

HEM: Higher Education Manager

ADMC: Assistant Director of Marketing and Communications

HESR: Higher Education Student Representatives

HELP: Higher Education Learning Partnerships Office

HELC: Higher Education Liaison Coordinator

HEAB: Higher Education Academic Board

HEPC: Higher Education Programme Coordinator

HEML: Higher Education Module Leaders

SAMPLE