



TITLE	REF	VERSION
Procedure for approving information related to Higher Education provision	HEPRO003	1.0

DEPARTMENT	Higher Education		
DATE	TBC	REVIEW DATE	TBC

PROCEDURE FOR APPROVING INFORMATION RELATED TO HIGHER EDUCATION PROVISION

Procedure Statement

Activate Learning is committed to ensuring that published information is accessible, accurate, complete and timely in order that existing and potential students and other intended audiences are able to form an accurate impression of the higher education provision offered across the Group and to make informed decisions.

Background

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 and other outcomes of students upon completion of their studies
- To safeguard academic standards and assure and enhance the quality of public information

Activate Learning is also 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 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.'

Activate Learning will also adhere to the following principles which are detailed within the Competition and Market Authority- UK Higher Education Providers- advice on consumer protection law, by:

1. Ensuring that prospective students are given the information they need to make informed decisions.
2. Ensuring that terms and conditions between HE providers and students are fair.
3. Ensuring that complaint handling processes and practices are accessible, clear and fair to students.

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

- The Office for Students (OfS) guidance on Key Information Sets (KIS) for prospective students
- UK Quality Code for Higher Education
- Data Protection
- Consumer protection
- Equality Act 2010 (chapter 2)
- Freedom of Information Act
- Collaborative agreements with University partners

Scope

This procedure covers all information published in electronic or printed form which refers to academic programmes and services 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 procedure is listed in appendix 1.

Definitions

Collaborative Agreements - Agreements with University partners which detail the requirements for approving public information

Office for Students (OfS) – single authority responsible for regulating and funding Higher Education provision in the UK

Key Information Sets (KIS) - All OfS funded institutions are required 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 and assuring 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

Responsibilities

The following staff have a responsibility for assuring the accuracy of information:

Director of Higher Education

- Accuracy and reliability of generic HE information
- Accuracy and reliability of UCAS information
- Accuracy and reliability of programme-specific information
- Approval of public information with HEIs
- Overall responsibility for compliance with regulatory requirements, as set out by the OfS
- Audit and updating of website in conjunction with the HE marketing business partner
- Liaison with the marketing team on marketing campaigns, events and promotions of the HE offer

Group Director of Marketing and Communications

- The HE prospectus, internal and external advertising, publicity material
- Information for HE promotional events
- Protection of the Activate Learning's brand
- Compliance with the HEIs' brand guidelines and approval procedure
- Compliance with CMA requirements

Higher Education Marketing Business Partner

- HE webpages
- Social media
- UCAS campaigns
- Flyers/Banners
- Compliance with the HEIs' guidelines on all published information
- Promotion of HE events
- Compliance with regulatory requirements

Programme Coordinators

- Programme handbooks
- Programme specifications
- Module guides
- Learning materials

Appendix 1:

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 initiating and approving it, including the publication and review date.

Publication	Initiated by	Approved by	Date published	Review date	Consulted
HE Prospectus	GMBP	AB/DHE	September	May	HELP/HEPC/AB
FT Prospectus	GMBP	AB/DHE	October	May	HELP/HEPC/AB
AL Website	GMBP	AB/DHE	Ongoing	September	HELP/HEPC/AB
UCAS Website	HEAC	DHE	Ongoing	September	HELP
On-line media	GMBP	DMC	Various	As required	HELP/HEPC/AB
Direct mail	GMBP	DMC	Various	As required	HEPC
Videos	GMBP	DMC/AB	Various	As required	HELP/HEPC/AB
Press Ads	GMBP	DMC	Various	As required	HELP/HEPC/AB
Flyers	GMBP	DMC	Various	As required	HEPC
Banners	GMBP	DMC	Various	As required	HELP
Key Information Sets/UNISTATS	HEAR	DHE	August	As required	HEPC/AB
Programme Specifications	AB/HEPC	DHE/AB	September	July	HEPC
Programme Handbooks	HEPC	AB/DHE	September	July	HELP
Module Guides	HEML	HEPC	September	July	HELP
HE Policies and Procedures	DHE	HEAB/GET	September	August	HESR/HEPC/AB
ALO	HEPC	HEPC	September	July	HELP/HEML

Key:

- GMBP: Group Marketing Business Partner
- AB: Awarding Body
- DHE: Director of Higher Education
- DMC: Director of Marketing and Communications
- GET: Group Executive Team
- HESR: Higher Education Student Representatives
- HELP: Higher Education Learning Partnerships Office
- HEAC: Higher Education Admissions Coordinator
- HEAR: Higher Education Academic Registrar
- HEAB: Higher Education Academic Board
- HEPC: Higher Education Programme Coordinator
- HEML: Higher Education Module Leaders