

## PROCEDURE FOR THE PRODUCTION, CONTROL AND MAINTENANCE OF PUBLICITY MATERIAL FOR UNIVERSITY COURSES

### Purpose & Scope

#### Purpose

The purpose of this document is to outline the procedure the college will use to ensure that publicity material, including University brochures, adverts and course website pages are available through the college website and if requested in printed form.

#### Scope

This procedure applies to all University courses delivered in the college.

### Responsibility

Heads of Faculty are responsible for ensuring compliance with the procedure.

In the first instance, it is the responsibility of the Director of Curriculum & Skills, in liaison with the Marketing and Communications Manager to ensure that this procedure is up to date and relevant.

It is the responsibility of the Heads of Faculty to update the relevant information at the appropriate time following a prompt from the Director of Curriculum & Skills and Marketing and Communications Manager.

Heads of Faculty are responsible for amending and monitoring the accuracy of the course web pages by alerting the Marketing and Communications Manager to any changes. It is the responsibility of Heads of Faculty to ensure there is a web page for every course.

In summary, it is the responsibility of Director of Curriculum & Skills to check the completeness of the publicity material and course web pages in line with the college standard, partner university guidance and HEFCE "Guidance on providing information to prospective undergraduate students" in compliance with the CMA (Competition and Markets Authority). It is the responsibility of the Marketing and Communications Manager and curriculum staff to check the accuracy of information on the website (including spelling, punctuation and grammar.)

The Principal has final approval rights on all publicity material.

#### Procedure:

**1.1.** It is the responsibility of the Head of Faculty to ensure that publicity material, including course web pages is produced for all courses within their management span.

#### Course Web Pages

**1.2.** All course web pages are be prepared and checked, by the programme leader in sufficient time for them to be included on the website and updated as any changes are made.

**1.3.** The Head of Faculty should check for the accuracy of the content, that the course web page is complete, and together with the Marketing and Communications Manager that the grammar, spelling and punctuation are appropriate and that it is error free.

**1.4.** The Marketing and Communications Manager implements any changes on the website.

**1.5.** A turn round time for the checking and launch of a course web page on the web site will be a maximum of 21 working days. The deadline for completion of all course web pages is dependent on the course information being available for prospective students researching HE courses during the UCAS cycle. Typically, this means by July of the previous year. For example, a new course is validated and approved for September 2026 start, the course web page should be available by July 2025.

#### Removing Course Web Pages

**1.6.** When a course has been withdrawn from the curriculum offer the Head of Faculty will inform the Marketing and Communications Manager who will remove the information from the website and archive the course information.

Partner HEI Communication and Approval

The QAA Quality Code has been integrated into the partner HEI's collaborative provision agreements or memorandums of agreements.

The references to the QAA Quality Code relating to collaborative provision promotional and publicity materials contained within the Institutional Agreement documentation is as follows:

ULAN Institutional Agreement: Section 2: Terms 2.6:

*“All publicity which involves the joint use of the names of the institution and the University shall be agreed jointly by the Vice-Chancellor of the University or nominee and by the Principal/Chief Executive of the College/Partner Institution or nominee. All publicity materials will be reviewed and amended as part of the University's Annual Monitoring Process to ensure they are accurate and in line with the section of the Quality Assurance Agency's Code of Practice on Recruitment and Admissions.”*

**1.7.** All publicity material including course web pages and leaflets are sent to the HEI as part of the HEIs Annual Monitoring Process. This is the responsibility of the Heads of Area.

**1.8.** New prospectus or leaflets are sent to the partner HEI for approval before publication. This is the responsibility of the Marketing and Communications Manager.

Information on up-to-date course listings is regularly sent to partner HEIs, and other agencies (UCAS). This information is co-ordinated through the Director of Curriculum & Skills for final approval

### **Wider Information Set (WIS)**

We at Furness College are committed to making it easier for students and the wider public to access the information that we publish about ourselves and our courses. The Higher Education Funding Council for England (HEFCE) has specified the information they expect higher education providers to make available online or by request. This information forms part of what HEFCE has described as a Wider Information Set (WIS).

### **What's the Wider Information Set (WIS) for?**

- To inform the public about the quality of Higher Education, and in particular, help provide potential students with information that will help them make a choice about what and where to study.
- To help provide evidence to contribute to quality assurance processes in institutions (specifically review by the QAA).
- To help provide information that institutions can use to enhance the quality of their university level provision.

<b>Document Control</b>		<b>Linked Policies/Strategies</b>	<b>Linked Procedures</b>
Procedure	HE Publishing Procedure (Marketing)		
Responsibility	Director of Curriculum & Skills		
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