

## Policy 027: Published Information

### 1. Purpose and Scope

1.1 This Policy aims to explain in an open, transparent and accessible way how ACM approaches the design, development and approval of content for its external and internal publication channels.

1.2 This Policy supports ACM staff in communicating to the public the purposes and value of the education we provide, to help prospective students make informed decisions about where, what, when and how they will study, and to enable current students to make the most of their higher education learning opportunities.

1.3 This policy states the ways in which ACM uses published content appropriately to safeguard academic standards, promote current learning opportunities available at ACM, and to assure and enhance academic quality.

1.4 ACM will ensure that its published content clearly and accurately describes the institution's mission, values and overall strategy.

### 2. Policy Statement

#### Published Information

2.1 It is important to maintain public confidence in the value of the learning opportunities that ACM provides. One of the ways in which such confidence can be promoted is by producing appropriate information, focused on ACM's intended audiences, about the learning opportunities that ACM offers. In addition to students and prospective students, some of this information is of direct interest to the public and should be accessible by anyone. The information should be timely, current, transparent, and focused on the needs of the intended audiences.

2.2 ACM has a duty to ensure that the information it publishes to its students, prospective students and other stakeholders is clear, accurate and complete.

2.3 To achieve this, ACM has adopted the following approval, control and review policy. This policy covers all material that is published on ACM websites or available publicly in hard copy format.

2.4 In relation to official ACM social media platforms such as Facebook and Twitter, ACM follows the principles set out below for official material and postings. In relation to postings by those who are not acting on behalf ACM, ACM staff have procedures in place to review such postings and to remove or address any inaccurate or offensive material.

#### Quality of Published Information

2.5 This policy is primarily focused on ensuring the quality of information that ACM publishes to:

- (a) Communicate the purposes and value of ACM courses to the public;
- (b) Assist prospective students in making informed decisions about where, what, when and how they will study;
- (c) Enable current students to make the most of their learning opportunities

## Major Changes

2.6 This policy applies when making any material change to ACM's published information, including its online presence, which:

- (a) details ACM's mission, values and overall strategy;
- (b) describes the process for application and admission to our programmes of study;
- (c) helps prospective students select their programme with an understanding of ACM's academic environment and the provision that will be made to enable their development and achievement;
- (d) informs current students about their course or programme of study at any point in their studies;
- (e) sets out what ACM expects its current students and what students can expect of ACM;
- (f) sets out ACM's arrangements for managing academic standards, quality assurance and enhancement, and describes the information used to support its implementation.

## Minor Changes

2.7 This policy does not extend to all minor amendments to existing content, including social media sites actively controlled and managed by ACM, and information about enrichment activities, which can be carried out by designated members of ACM staff.

2.8 Staff updating social media sites on behalf of ACM should refer to the Social Media Policy.

## Corporate Brand Identity

2.9. ACM is a professional, connected, high quality institution and we seek to reflect this in our visual corporate identity. This extends to our online brand. ACM requires a consistency of design across all of its methods of publication, including web pages, applications and social media sites, since the impression stakeholders gain of ACM is influenced by their use of any and all of these media. All methods of publication should conform to ACM design so that our brand is reinforced.

2.10. Standards for written material, including its style the type of information published, is of equal significance as the look and feel of the ACM brand. For this reason, all major content to be published should be subject to the same careful management. Members of ACM staff who wish to publish information, including to ACM web pages, are therefore required to follow the associated Content Approval Procedure.

2.11 Some content will change infrequently, but most has an effective lifespan so it should be reviewed on a regular basis and amended or deleted as appropriate. Any out-of-date or inaccurate content will lead users to question the validity of other published ACM content, so regular review is an essential part of ACM's content management. Each update should also

therefore follow the supporting procedure.

### 3. Responsible Parties

3.1 The policy lead is responsible for the cyclical monitoring and review of the policy in liaison with the Quality Assurance and Enhancement Manager. The Content Approval Policy lead is:

- Marketing Manager

3.2 Decisions and appropriate actions in support of the implementation of the Policy will be authorised by the following designated staff:

- Education Strategist
- Marketing Manager
- Quality Assurance and Enhancement Manager
- Head of Education
- Academic Registrar

### 4. Reference Points

#### 4.1 Internal:

- Equality and Diversity Policy
- Quality Assurance and Enhancement Policy
- Data Protection Policy
- Acceptable Use of IT Policy

#### 4.2 External:

- QAA Quality Code Chapter C: Published Information
- Competition Act 1998
- UK Higher Education – consumer law advice for providers
- QAA Good practice guide to providing information to prospective students

### 5. Date of Approval and Next Review

Version: 2.0

Approved on: 28 Jul 2017

Approved by: Academic Board

Next Review: 01 Aug 2018