

## QA 9.1 Public Information and Communication

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# 1 Public Information and Communication

## 1.1 Policy Owner

The policy owner is the Board of Directors. The administration and co-ordination of Public Information and Communication rests with Cenit College Board of Directors, Academic Committee and the Training Manager. Our QA department is responsible for overseeing the quality of the process and its relevant policies and procedures.

## 1.2 Purpose

Cenit College has devised these Public Information and Communication policies and procedures to ensure that all public information and communications regarding the programmes and services that the college offers, are effective, transparent, up to date and easily accessible.

Cenit College is committed to maintaining an effective two-way communication process between all stakeholders so that relevant information can be received and shared in an appropriate manner.

## 1.3 Scope

This policy applies to:

- (i) All Cenit College staff involved in the promotion of any programme offered by Cenit College.
- (ii) Cenit College staff and approved contractors responsible for reviewing, updating and approving public information.
- (iii) All communication between Cenit College and prospective learners, other stakeholders and the general public.

## 1.4 Policy Statement

Cenit College recognises the important role that communications play in the overall perception of the organisation, both internally and externally. Furthermore, we recognise that certain information will be commercially sensitive and due regard should be given to this in publication.

The Public Information and Communications Policy and its associated procedures are concerned with managing the transfer of information owned by or relating to Cenit College, by staff of the organisation in their official capacity.

We are committed to providing timely, accurate, relevant and easily accessible information about the organisation's objectives, purpose and activities to all its stakeholders. Cenit College ensures that clear and accurate information is published about its accredited programmes on the college's respective information platforms. Specifically, Cenit College will ensure that the public information is:

- Honest and transparent when detailing programmes, college facilities and details of the college quality assurance policies and procedures.
- Easy for stakeholders to access and navigate.
- Reflective of the programme as per validation, including the name, QQI code and NFQ level or other awarding body requirements.
- Clear and transparent with regards to the type of award for each programme and the awarding body.
- Clear and transparent with regards to access, transfer and progression of each programme (where applicable).

Platforms that Cenit college uses for publishing public information include:

- Website
- Flyers, Programme Brochures and handbooks
- Social Media sites
- Web chats and messaging facilities
- QA Manual and annual monitoring reports and other information as appropriate for validated programmes.

Cenit College recognises that poor communication has the potential to damage the reputation of the organisation. Therefore, it is Cenit Colleges policy that public information and its communication must be managed carefully and is consistent with the policies, brand identity and commercial needs.

Cenit College policies and procedures for public information and communication are informed by the following:

- QQI Core Statutory Quality Assurance Guidelines (2016)
- QQI Sector Specific Independent/Private Statutory Quality Assurance Guidelines (2016)
- Qualifications and Quality Assurance (Education and Training) Act 2012

#### 1.4.1 Publication of Provider Information

Cenit College will ensure that the following information regarding the college is available on the college's website:

- Contact details
- Cenit College's Mission, Vision and Values
- Cenit College's strategy
- Details of the types of programme delivery
- Information about awarding bodies

#### 1.4.2 Publication of Programme specific information

Cenit College will at all times ensure that they will make available all relevant programme and award information to their current and prospective learners. This includes the following:

- Programme Title
- Name of the Awarding body
- Award Type and NQF level (if applicable)
- Programme Summary
- Duration and Delivery Mode
- Entry Requirements
- Learner Profile
- Qualifications and Awards
- Learning Outcomes
- List of Modules
- Module outlines
- Assessment methods
- Appeals Procedure

- Work Experience (if applicable)
- Career Opportunities
- Access, Transfer and Progression (if applicable)
- Exemptions

Cenit College will ensure that accuracy of all the above information will be maintained at all times. Information given to all prospective learners will always be honest and transparent.

#### 1.4.3 Publication of Information for Collaborative Programmes

Cenit College will at all times ensure that they will make available all relevant programme and award information to their current and prospective learners, on programmes where Cenit should collaborate with another provider. This includes the following:

- Name of the Provider
- Clear information on who is responsible for what component of the programme
- Name of Provider who has validated the programme
- Details of the Quality Assurance responsibilities

Any information on the Cenit College website will clearly name the collaborating providers and their role. The learner handbook will contain clear responsibilities for each provider, especially with reference to the appropriate quality assurance procedures to be followed.

Staff and Tutors will be informed of any collaborative arrangements via email and the appropriate and relevant quality assurance procedures to be followed.

#### 1.4.4 Publication of Quality Assurance Documents

The Cenit College publishes the following quality assurance documentation:

- The QA documentation is maintained on the colleges secured network and linked to Moodle for learner access. Our website will also contain our policies.
- Staff will receive email communication regarding any updates to QA documents. Staff Training will be conducted via webinars.
- Cenit Colleges Learner Handbook will contain information regarding our policies on assessment.
- Cenit College will publish all information required by QQI on the college website.

#### 1.4.5 Information for Blended and Online Learners

All learners will have access to pre-course information on the Cenit College website. This includes computer requirements, professional requirements, entry requirements, previous knowledge and Interest in the topic. Along with the syllabus, learning outcomes, cost, assessment and tutor.

As part of the pre-enrolment process the Cenit College training consultants verify those requirements.

Guidance on study skills is contained in the course information page for each programme. The skills highlighted include:

- Computer Literacy Skills
- English Language Proficiency
- Communication Skills
- Course Engagement

- Time Management
- Motivation

Information for support services is also provided on the course information page.

Students must sign off that they have read all the terms and conditions

## 1.5 Roles and Responsibilities

### Staff

- All staff should be responsible for understanding and familiarising themselves with this Public Information and Communication policy and carry out any communication in accordance with same.
- All electronic communications internally and externally should be conducted in accordance with Cenit College's best practises on electronic communication.
- Staff must ensure that all information communicated is done so in a secure manner and only to its intended recipient.
- At all times staff should maintain the integrity of the information being communicated. This means that all information must be accurate and complete. Where information relates to prior publications, consistency of information must also be maintained.
- Staff do not have access to directly communicate public information on official Cenit College Communication channels. All staff should consult with their line manager who will follow the process for managing public information.

### Training Manager

- The training manager must ensure that all Public Information is managed in accordance with the Cenit College practises and procedures on managing public information.
- To ensure that all their staff are familiar with the Cenit College policy on public information and communication.
- The training manager will be responsible for working with the marketing department to promote their own programmes and services prior to each programme commencing.

### Marketing Officer

- To ensure all staff in the marketing department are fully aware of this policy.
- To utilise all official Cenit Group communication channels to promote Cenit Group programmes and services as per respective approval.
- To provide support and training to all staff on Cenit College Public Information and Communication practices and procedures.

### Board of Directors

- To oversee and monitor the effectiveness of this Public Information and Communication Policy and ensure that it is being implemented in an effective and efficient manner throughout the organisation.

## 1.6 Procedure for Managing Public Information

This section provides details on the Cenit College procedures that ensure information published is clear, accurate, objective, up to date and easily accessible.

### 1.6.1 Standards of Practice

- The Board of Directors will approve the communication channels that are to be used to promote the Cenit College as an organisation along with the programmes and services that we offer.
- The Board of Directors is responsible for ensuring the quality and accuracy of all communication. The academic committee is responsible for oversight of the quality and accuracy of any academic related content.
- Public information and communication, relating to company information, programme information, programme marketing and promotional material, QA policies and procedures and PR releases are reviewed internally prior to release based on the Cenit College approval table. This can be seen in the section titled “Approval and Review of Public Information and Communication” see 1.6.2. below.
- Information published will be clear, concise and easily accessible by the intended recipients.
- Information will be published with strict adherence to the most up to date legislation and all information will be accurate and up to date.
- Third parties may not publish Cenit Group material without the explicit approval from the Cenit College.
- Consent is required to publish photographs or other personal identification. This consent must be obtained directly from the respective individual or company. This includes learner and company testimonials.
- Staff may respond to public information that is relevant to their area. This response must be timely and accurate and carried out over the official Cenit College communication channels.
- Respective awarding bodies have their requirements with regard to public information. These requirements must be adhered to at all times.

### 1.6.2 Approval and Review of Public Information and Communication

Public Information is subject to a formal approval process. The level at which approval is granted is determined by the communication type.

The table below outlines the communication type, and the approval procedure associated with this communication type.

<b>Communication Type</b>	<b>Approval Procedure</b>
Company Information	<ul style="list-style-type: none"><li>• Management will at the very minimum, on a bi-annual basis review the organisation information, to ensure that the Cenit College profile, and corporate information are accurate and up to date.</li><li>• Proposed changes are documented and communicated to the webmaster.</li><li>• The webmaster will prepare draft changes for approval.</li><li>• Draft changes will go live once they are approved by Management. This approval occurs via email with the draft approved attached to or detailed in the body of the email.</li></ul>
Programme Information	<ul style="list-style-type: none"><li>• Senior Management must approve the publication of a programme web page (for new programmes) on the</li></ul>

	<p>organisation website. This will be communicated to the Training Manager via email.</p> <ul style="list-style-type: none"> <li>• The Training Manager will ensure the content of the programme and other relevant programme information is supplied to the webmaster for publication on the programme website page.</li> <li>• The webmaster will prepare draft programme content for the website.</li> <li>• The training manager will review the webpage and communicate any changes to the webmaster.</li> <li>• The webmaster will go live with the programme page upon formal approval via email from the training manager.</li> <li>• Any changes that do not affect the programme as validated (e.g. changes to the start date of a programme, remove the programme page) will be communicated to the webmaster by the training manager.</li> </ul>
Programme Marketing and Promotional Material	<ul style="list-style-type: none"> <li>• This includes; flyers, brochures, and social media posts. The relevant training managers must approve the communication of a programme for these communication channels via email.</li> <li>• The Marketing department will prepare drafts which will only go live once the Training Manager has granted formal approval via email with the draft attached.</li> </ul>
PR Releases	<ul style="list-style-type: none"> <li>• All Company PR Releases require approval of the Board of Directors with referral to the Academic Committee for all academic PR releases.</li> </ul>
QA Policies and Procedures	<ul style="list-style-type: none"> <li>• All Cenit College Policies and Procedures are maintained on a secure network drive accessed only by the QA department.</li> <li>• Once these documents are approved by the relevant awarding bodies, the Board of Directors and Academic Committee will give formal approval for the webmaster to make the appropriate sections available on the Cenit College website or other authorised locations i.e. Cenit College administration system. Approval will be communicated via email.</li> </ul>
QQI Reviews and Evaluation Reports	<ul style="list-style-type: none"> <li>• All obligations will be met in publishing such documents as required by QQI and other awarding bodies.</li> <li>• These will be published in its unedited format, as received from QQI.</li> <li>• The Board of Directors will sign their approval to be published and pass them to the webmaster for publication on our website. Formal approval is given by email.</li> </ul>

### 1.7 Policy Monitoring and Review

There will be a formal review of this Policy on an annual basis by the Board of Directors to reflect any changes in legislation or the needs of the college. Should any changes arise, these will be communicated via email to the cohort affected. The QA Manager will be informed and will update the policy document accordingly.

The website will be reviewed on a regular basis. Monitoring mechanisms include feedback from students, customers, annual programme monitoring reports and a review of website content.

The QA documents are reviewed on an annual basis by the QA department. Monitoring methods will include outcomes from external reviewers, review of all QA documentation and annual programme monitoring reports.

Information on the Cenit College Learner Management System and Administration system is updated and monitored on a frequent basis. Each Programme lead is responsible for their own programme with the Training Manager having responsibility for oversight.

## 1.8 Version Control

<b>Version</b>	<b>Date</b>	<b>Description</b>	<b>Originator</b>	<b>Approved by</b>
Version 1	20/01/2022	Approval of Policy	Perri Williams (QA)	Academic Committee