Public Information Policy

1.0 Purpose of this policy

The purpose of this policy is to specify the key principles which underpin how public information is managed at Edge Hill within the Scope given below. It is acknowledged that all Departments (Academic and Services) and Faculties across the University are responsible for publishing materials which form part of the University's Public Information.

2.0 Scope of the policy

2.1 This policy covers information published in electronic or printed form which refers to any of the following:
- Academic programmes;
- Collaborative Partnerships;
- Contractual relationships the University may have with a third party;
- Corporate strategies;
- University Policies;
- University Services.

2.2 Information published in electronic or printed form includes, but are not limited to:
- Information on the Edge Hill website;
- Information on other Websites managed by the University;
- The University Prospectus;
- Ad-hoc marketing materials, including brochures and leaflets;
- Social Media channels managed by Edge Hill University;
- Advertisements;
- Information produced and published via third parties based on input from the University, including:
  - Collaborative Partner Institutions (Category A – F);
  - Overseas student recruitment agents.
- Information published via third parties, including:
  - UCAS;
  - Unistats in respect of the Key Information Set (KIS);
  - HESA (Higher Education Statistics Agency).

2.3 This policy does not cover the following:
- Letters;
- Verbal communications;
- Presentations;
- Any teaching and learning materials;
- Staff recruitment advertisements;
- Outputs of research and scholarly activity;
- Content of creative work; or
- Materials produced and published by a third party with whom Edge Hill does not have a direct relationship and is not within Edge Hill control.

2.4 The University has a number of policies and strategies which this policy complements, including:
- Staff Communications Policy;
- Intellectual Property Rights Policy;
- Quality Management Handbook

3.0 Risk level

- Edge Hill University acknowledges the importance of publishing information that is accurate and reliable and acknowledges the risks associated with the publication of inaccurate or unreliable information.

- Edge Hill University has adopted procedures to help to mitigate risks of inaccurate public information and enable the institution to assure the reliability of relevant information in the public domain.

- The following are perceived to be of lower risk:
    - Materials which are produced and published by Edge Hill. These materials are fully in control of Edge Hill personnel. It is acknowledged however, that the risk may be higher in relation to materials which refer to University academic awards or credits

- The following are perceived to be of higher risk:
    - Materials which are produced and/or published by a third party, as they are not fully in control of Edge Hill personnel. It is also acknowledged that the risk may be increased in respect of materials which are also produced and published in a foreign language.

4.0 Key Principles

4.1 Edge Hill University aims to publish information in a timely manner that is accurate, fair, reasonable; to ensure that internal and external audiences gain access to reliable information about the University and that external audiences are able to form an accurate impression of the Institution

4.2 This policy has been developed reflecting, as appropriate, the requirements of the HEFCE Wider Information Set (WIS) http://www.hefce.ac.uk/whatwedo/lt/publicinfo/widerinfo/ and the expectations set out in Part C of the UK Quality Code http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/Part-C.pdf

4.3 Responsibility for the management and publication of Public Information resides across all Departments (Academic and Services) and Faculties across the University and they have responsibility to ensure that they have procedures in place enable the University to manage its responsibilities in relation to public information and meet external expectations and internal requirements.

4.4 Public Information relating to course provision, such as the University Prospectus, Programme Specifications and the Course Directory on the Edge Hill website are controlled centrally within the University.

4.5 Edge Hill University takes responsibility for the production and publication of all public information, with the exception of the following third parties who under the terms of a contractual relationship with the University publish materials which reference Edge Hill University and may have permission to produce such materials:
- Collaborative Partner Institutions in respect of Category A – F partnerships;
- Overseas student recruitment agents.

4.6 In relation to Public Information produced and published by a third party with whom Edge Hill University has a contractual relationship:
- The requirements for approval of public information will be detailed in the memorandum of agreement between Edge Hill and the third party.

- Any materials produced by a third party must be checked and approved by relevant personnel at Edge Hill University prior to publication.
- It is the responsibility of the third party to forward all draft promotional materials to the University in either electronic or hard copy format for approval prior to publication.
- Edge Hill University will request the immediate withdrawal of public information published by a third party that does not comply with the Edge Hill University corporate identity and/or includes inappropriate and/or misleading information.
- All promotional materials for collaborative programmes (in Category C-F) devised and used by the partner institution must state that the programme is validated by Edge Hill University.

4.7 Materials published in a foreign language:
- For materials produced by Edge Hill in a foreign language, the 'control document' should always be produced in English, before it is translated into the relevant foreign language.
- For materials produced by a third party in a Foreign Language, the third party responsible for producing the document should ensure that it is produced in both English and the Foreign Language. That will enable Edge Hill to check the publication in a foreign language against the English language translation and ensure that it is appropriate.

4.8 Edge Hill University also works with third parties (including UCAS, Unistats, HESA) to publish information about Edge Hill. All information is provided by Edge Hill and the third party is the mechanism by which the information is published.

4.8..1 Unistats: Key Information Set (KIS)
- The course data:
  - Edge Hill maintains central data repositories which will be used as the source data for compiling any KIS information.
  - Where the information relates to new programmes where no historic data is held the University will seek guidance from academic staff as to the most likely path a student will follow through a programme of study.
  - All data sets are reviewed by academic and professional staff prior to publication.
- Programmes delivered by Partner Institutions (Category F)
- Edge Hill programmes to be delivered by other institutions under category F partnerships are the responsibility of the Partner Institution.
- Edge Hill University will support Category F partners to assist them in producing their KIS returns and retains overall responsibility for the original data source.

4.8..2 UCAS: The University works with UCAS to ensure that information published about the University by UCAS is accurate.

4.8..3 HESA: The University works with the Higher Education Statistics Agency to submit a number of mandatory records relating to Research or teaching and Learning Activity. The University is responsible for the data submitted to the Agency and for monitoring accurate publication of the data sets.