



UCFB*

Public Information Policy

Owner:	Head of Global Marketing and Communications and Director of Student and Academic Services
Author:	Head of Global Marketing and Communications and Director of Student and Academic Services
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1. Introduction

1.1. UCFB is committed to making accurate, clear, unambiguous and timely information available to all stakeholders, including prospective and current students.

1.2. Purpose

- 1.2.1. The purpose of this Policy is to identify key principles which inform how public information is managed by UCFB.
- 1.2.2. The policy defines the responsibilities of academic and professional support staff in ensuring the accuracy and completeness of all public information published by the institution.
- 1.2.3. The policy seeks to ensure that all information published by UCFB satisfies the requirements and expectations of external stakeholders including validating partners, the Office for Students (OfS), and the Competition and Market Authority (CMA).
- 1.2.4. The Policy seeks to ensure that all public information is published in a timely manner, reflecting the needs of its target audience, and that its continued accuracy is regularly reviewed by the institution.

1.3. Scope

- 1.3.1. This Policy relates to information published by UCFB in print or electronic formats which is intended for, or of relevance to, external audiences. This includes:
 - Academic courses
 - Professional education courses
 - Additional/extra-curricular learning opportunities
 - Learning resources and facilities
 - Student Support services
 - Collaborative partnerships
 - Contractual relationships with third parties
 - Institutional structures, strategy and governance
- 1.3.2. Examples of information encompassed by this Policy includes, but is not limited to:
 - Course documentation including course specifications and module descriptors
 - Notification of amendments, additions or retractions to published course and module specifications
 - Institutional websites managed by UCFB
 - UCFB prospectuses
 - Marketing materials including brochures and leaflets
 - News and press releases issued by UCFB, including those relating to events being held by the institution
 - Institutional policies relevant to external stakeholders
- 1.3.3. The following information is excluded from the scope of this Policy:

- Teaching and learning materials
- Outputs from research or scholarly activity

2. Policy

2.1. Key Principles

- 2.1.1. An owner and author(s) should be identified for all information published by UCFB. Owners may include individual postholders or formal boards, committees, or groups convened by UCFB.
- 2.1.2. The authors and owners of public information have primary responsibility for ensuring that all information published by UCFB is accurate, clear, unambiguous and timely.
- 2.1.3. UCFB will identify the body or postholder responsible for the approval of public information prior to publication. Where this responsibility is unclear, the owner and author(s) of any information intended for publication should liaise with the Head of Global Marketing and Communications and Director of Student and Academic Services to confirm the appropriate approval route, prior to its release.
- 2.1.4. The schedule for the publication and review of public information should reflect how it will be used by its intended audience and reflect relevant business and academic cycles.

2.2. Academic Course Portfolio and Documentation

- 2.2.1. All public information relating to credit-bearing courses must align with the definitive record of academic courses maintained by the Academic Quality Team (AQT) on behalf of the Course Portfolio Committee.
- 2.2.2. The definitive record will include approvals, reviews, and modifications for all academic courses, including recruitment suspensions and resumptions.
- 2.2.3. The definitive record will include all courses recognised or accredited by a professional body and the duration of this recognition.
- 2.2.4. All changes to the portfolio of academic courses will be considered and approved in accordance with UCFB and validating body procedures. This includes approvals, reviews, and modifications for all academic courses and their component modules, including recruitment suspensions and resumptions.
- 2.2.5. Wherever possible, academic course approval, review, and modification, including recruitment suspension and resumption procedures should align with the production of key marketing materials and recruitment cycles. The definitive list of courses will be confirmed in Spring of each year. This list will confirm the courses which are intended to recruit new students during the following two academic years.
- 2.2.6. UCFB recognises that it may be necessary to make subsequent changes to the academic portfolio in order to ensure the institution continues to offer high-quality learning opportunities, which respond to student,

employer, and sector requirements. Where necessary, students and applicants will be consulted or notified of changes to published information.

- 2.2.7. All approved changes to academic courses and modules will be recorded within the definitive records maintained by the Academic Quality Team and be notified to relevant departments including: Student Administration, Admissions, and Marketing and Recruitment. The Academic Quality Team will ensure that the latest versions of course specifications and module descriptors are accessible to relevant stakeholders available on the AQT SharePoint site.
- 2.2.8. The owners of public information impacted by changes to academic courses and modules will be responsible for ensuring this information is updated. Owners should take reasonable steps to ensure that any out-of-date information is unpublished or removed from use.
- 2.2.9. Student Administration will be responsible for maintaining a record of active courses within the student records system. This information will be exported to the institution's CRM system for marketing and recruitment purposes.
- 2.2.10. The Marketing team will be responsible for updating course-related webpages based on the information provided by AQT and contained within revised course specifications and module descriptors.

2.3. Institutional Websites

- 2.3.1. The Marketing team will be responsible for developing and maintaining UCFB websites on behalf of the institution.
- 2.3.2. Departments wishing to amend content hosted on a UCFB website will submit a request via the On-Line Request Form ([Wrike](#)).
- 2.3.3. A record of the owner of each page or item published on the website will be maintained by the Marketing team. The owner will be responsible for confirming and reviewing the accuracy of the information and any associated documents published on the page and for notifying the Marketing team of any required amendments.
- 2.3.4. Any required changes to the website will normally be made within five working days of request. Where additional time will be required, this will be discussed with the content owner.
- 2.3.5. The content owner will be notified by the Marketing team once the required changes have been made to the site.

2.4. UCFB Prospectuses

- 2.4.1. Prospectuses will normally be published by UCFB prior to the commencement of the main recruitment cycle for each year of entry. (i.e. in August for courses commencing 25 months later).
- 2.4.2. The Marketing team will ensure that information included within the prospectus aligns with the definitive record of academic courses, course

specifications and module descriptors maintained by AQT (See section 2.2 above).

- 2.4.3. All new academic courses included within the prospectus must have been granted strategic approval to progress to full validation by the awarding institution. These courses must be clearly advertised as “subject to validation”.
- 2.4.4. Prospectuses will be approved by the Marketing, Recruitment and Admissions Committee prior to publication. The approval will be noted in the minutes and be actioned by the Marketing team.

2.5. Marketing Materials

- 2.5.1. Marketing materials for validated and professional education courses includes, but is not restricted to, hard copy, online and e-documents, photographs, video and other media created for the promotion of UCFB and its courses.
- 2.5.2. The Marketing team will be responsible for producing the above marketing materials on behalf of UCFB.
- 2.5.3. Marketing requests from UCFB Departments should be submitted via the On-Line Request Form ([Wrike](#)).
- 2.5.4. An owner should be identified for each iteration of marketing material. The Marketing team should be satisfied that the identified staff member is in a position to confirm the accuracy of the information provided.
- 2.5.5. All course-related material should align with the definitive record of academic courses, course specifications and module descriptors maintained by AQT (See section 2.2 above).
- 2.5.6. The final design and copy should be approved by the Marketing, Recruitment and Admissions Committee (or convened sub-group) prior to publication. The approval will be noted in the minutes and be actioned by the Marketing team.
- 2.5.7. Marketing materials should indicate the time period or intake to which they relate; or include a review date after which they may be updated or removed from use.

2.6. News, Press Releases and Social Media Posts

- 2.6.1. The Marketing team will be responsible for producing and issuing news, press releases and social media posts on behalf of UCFB.
- 2.6.2. Notification of opportunities, stories or successes should be submitted via the On-Line Request Form ([Wrike](#)).
- 2.6.3. An owner should be identified for each item. The Marketing team should be satisfied that the identified staff member is in a position to confirm the accuracy of the information.
- 2.6.4. The news, press release and social media post must be approved by the owner and Head of Global Marketing and Communications and the Director of Student and Academic Services, or their nominees. The release of commercially sensitive or business critical items should be

approved by a member of the University Campus of Football Business Limited Board of Directors prior to publication.

2.7. UCFB Policies

- 2.7.1. All UCFB policies will be approved on behalf of the institution by Academic Board and/or the University Campus of Football Business Limited Board of Directors. Policies concerning the delivery of learning and teaching opportunities will be approved by Academic Board.
- 2.7.2. All new or amended policies will be approved prior to use. Policies relevant to the delivery of academic courses will normally be approved for implementation at the start of the next academic year.
- 2.7.3. All policies will have a clearly identified owner and author.
- 2.7.4. Each policy should be reviewed by the owner and author on an annual basis to ensure it remains fit for purpose (including the use of current terminology and job titles etc). The timing of this review should allow sufficient opportunity for any required changes to be approved prior to the commencement of the next academic year or relevant operating cycle.
- 2.7.5. The Academic Quality Team (AQT) will be responsible for maintaining a central register of published UCFB policies of relevance to current and prospective students, and external stakeholders, including regulatory and validating bodies. The register will exclude policies which are not relevant to students or regulatory bodies, and are not published externally.
- 2.7.6. The owners of UCFB policies not included within the AQT register will be responsible for maintaining a record of the policies for which they are responsible and for ensuring compliance with this policy.
- 2.7.7. AQT will be responsible for notifying the Marketing team of new and updated policies for publication on UCFB websites in accordance with section 2.3 above. Where policies are approved for implementation at a later date, AQT will ensure that clear information is provided to the Marketing team on when the policy should be published and any earlier versions removed.
- 2.7.8. AQT will ensure that any policies relevant to students are published (or signposted) within the Online Hub (Moodle).
- 2.7.9. All UCFB policies will include version control information identifying: the owner, author(s), version number, approval date, approval body, date of commencement, date of last review and date for next review.

2.8. Tuition Fees and Scholarships

- 2.8.1. UCFB will publish clear, accessible and timely information for applicants and students regarding fees and financial support. This will be provided through a range of outlets including UCAS and SLC, and institutional websites.

- 2.8.2. Tuition fees and scholarships should be approved by the Accountable Officer on behalf of UCFB Board of Directors and be in line with the applicable Access and Participation Plan.
- 2.8.3. Tuition fees should be approved in accordance with the timescales set out within the OfS Annual Fee Information Collection Guidance and associated processes operated by the registering institution.
- 2.8.4. Updated tuition fees will normally be published on UCFB websites, SLC and UCAS (as appropriate) 13 months prior to the academic year to which they relate. This information will be subject to amendment following Government fee cap and/or validating partner fee changes.
- 2.8.5. Wherever possible, the publication of scholarships and tuition fee discounts will coincide with the publication of tuition fees. Additional opportunities may be published closer to the start of, or during the delivery of a course.

3. Related Policies and Procedures

- 3.1. This Policy/Regulation relates to the following institutional regulations, policies or procedures:

[Admissions Policy](#),

[Admission of Students Under the Age of 18](#),

4. Annexes

- 4.1. Annex A - Public Information - Approvals checklist