



Published Information Policy

Prepared by: Future Students and Learners Committee

Prepared for:

Date: August 2024

Issue: Version 1.3





Version Control

Document Information	
V1.3	Annual review

Document Approval		
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Revision History			
Version	Issue Date	Author	Description of Change
1.0	29/01/2019	Director of Marketing & Communications	
1.1	24/02/2020	Director of Marketing & Communications	
1.2	01/06/2022	Director of Marketing & Communications	
1.3	01/09/2024	Director of Marketing & Communications Head of Shared Services & Agency Management	<ul style="list-style-type: none">• Policy template change• Updated list of QAHE delivered provisions• Updated list of marketing produced materials• Updates to job titles• Addition of Portfolio Hub• Addition of note regarding additional social media channels managed outside of marketing• Inclusion of AQF



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2. Introduction

This document outlines QA Higher Education's (QAHE) policy in relation to the published information used for all aspects of student recruitment for QAHE provisions.

We recognise the importance of publishing accurate and reliable information. This policy has been developed as part of our commitment to providing all accurate information, advice and guidance for future students to be able make informed choices about what and where to study.

As part of the development of this policy, we have also reviewed the guidance from the Consumer Markets Authority (CMA), QAA and OfS, identifying how we address the different requirements for education providers in relation to the nature of the agreements made between QAHE, our university partners, and students.

QAHE is fully supportive of this policy and aims to exceed the minimum requirements. As a commitment to good practice, we proactively audit and benchmark ourselves within sector on our delivery. For example, in July 2018, we undertook an external review, audit and benchmark of our progress in relation to the CMA guidance with PwC. We will continue to audit, benchmark and review our progress through periodic reviews such as this.

A full version of the CMA guidance is available [here](#).

Full copies of the QAA Advice and Guidance is available [here](#).

3. Scope

This policy covers information published in either electronic or printed form which refers to the following delivered by QAHE:

- UK pathway provisions
- Branch campus delivery
- Online delivery

Information published in electronic or printed form includes, but is not limited to:

- Prospectuses / printed marketing materials
- Microsites
- Ad-hoc marketing materials, delivered by the QAHE Marketing Team
- Social media accounts managed by QAHE Marketing Team
- Advertisements
- Information produced and published via third parties, based on input from QAHE
- Offer letters

This policy does not cover the following:

- Letters
- Verbal communications
- Presentations
- Teaching and learning materials



Any marketing materials produced as a result of an agent contract is managed through a clear process which forms part of our agent contracts to reduce any risk in this area. This is managed by the Agency Management Team to ensure best practice with agents with regular reviews and audits in place to ensure standards are maintained.

4. Ownership

The Published Information Policy is owned by the Future Students and Learners Sub-Committee with oversight from the Chief Commercial Officer.

It is the responsibility of the Future Students and Learners Sub-Committee to review this document annually (as a minimum) or when necessary changes are required (for example, post audit or review).

5. Approach

QAHE aims to publish accurate information in a timely manner to allow future students and learners to make informed decisions regarding their study options.

All course information is produced from key, version controlled, documents that are reviewed by both QAHE faculty members and university partners as appropriate to ensure university oversight. This facilitates all key information required from a future student perspective being captured prior to the course being marketed.

Course information is reviewed at key points throughout the year to ensure any updates are captured and communicated to teams internally, to third parties and to applicants as required.

Key information regarding course intakes, fees and validations is managed through a central document managed by the Course Schedule Committee and approved by QAHE's Executive Team, prior to being circulated across QAHE.

Any printed promotional material produced by QAHE is version numbered and future students and learners are directed to online resources for any updates.

The QAHE Marketing Team coordinate all website content and advertising, liaising with our partners for university oversight and brand requirements as appropriate.

All QAHE managed websites and microsites are maintained with regular reviews to ensure all links work, and regular developments are released improve accessibility and usability.

All advertisements and marketing collateral produced by the QAHE Marketing Team goes through a quality check and sign off process prior to publication.

All information is written in plain, accessible English appropriate to the audience.

For third parties, such as agents, who represent QAHE and partners, these are managed with a contractual relationship:

- Agents and representatives are subject to regular reviews by QAHE and performance is monitored and reported through internal systems.
- Any use of QAHE and/or partner materials/branding is managed through an approval process



- QAHE will request immediate removal of any published information that is deemed to be inaccurate or misleading, or that does not comply with the contractual agreement
- QAHE is committed to the Agent Quality Framework to ensure best practice

All key accolades and statistics relating to QAHE partners are provided by the partner for publishing and are used in good faith.

It is the responsibility of the awarding partner to notify QAHE of any changes that are to be made to a programme in a timely manner to ensure that programmes are accurately represented to prospective students and applicants.

This Policy is owned, managed, and approved by the Future Students and Learners Sub-Committee

