

POLICY

Policy and Procedures for Approving Public Information and Marketing Materials for University of Worcester Collaborative Partnerships and Provision

Contact Officer

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Purpose

This policy and procedures clarify the specific measures taken by the University in satisfying itself that control is exercised consistently and fairly over the information published in relation to its academic partnerships and collaborative provision and that the University's academic partners (hereafter 'The Partner') are acting in accordance with University requirements arising from legal and best practice guidelines.

The policy provides a comprehensive statement of the principles, processes and relative responsibilities that govern the approval of core public information and marketing materials (including print, electronic and web-based material) and their use in promotional activities for collaborative provision and associated partnerships approved by the University of Worcester (hereafter 'the University').

The procedures associated with this policy serve to ensure:

- the accuracy and consistency of public information, marketing and publicity materials using the University's name is maintained;
- the message communicated is clear, accurate and consistent;
- the University's corporate image is maintained;
- marketing and publicity materials do not compromise but enhance the image of the University and the partner;
- messages are complementary and not contradictory.

Overview

The University is committed to ensuring information made publicly available by its partners is as accurate and explicit as reasonably possible and easily comprehended by its internal and external audience. The policy takes as a key reference point guidance from the Competitions and Marketing Authority (CMA)¹ intended to help higher education providers understand and comply with consumer protection law in relation to their dealings with prospective and current students. The CMA sets out minimum standards

¹ CMA (2015) *UK higher education providers – advice on consumer protection law. Helping you comply with your obligations*. CMA33, 12 March 2015. London, CMA available on-line at <http://www.gov.uk/cma>

that apply to various aspects of a provider's dealings with students, including in relation to information provision. This sits alongside sector-specific regulatory obligations relevant to higher education providers.

The CMA guidance expects providers to offer clear, accurate, comprehensive, unambiguous and timely information to prospective and current students through various stages in the student journey from application and offer through to enrolment and during the provision of educational services by the HE providers. Their guidance details what level of information should be made available to prospective and current students.

In addition, the UK Quality Code for Higher Education, Chapter B10 'Managing higher education provision with others', Indicator 18, states that the University should,

'..ensure that they have effective control over the accuracy of all public information, publicity and promotional activity relating to learning opportunities delivered with others which lead to their awards..(and that)..Information is produced for prospective and current students which is fit for purpose, accessible and trustworthy..' (p.37)

and the Expectation in Part C of the UK Quality Code expects that,

'..Higher Education providers produce information for their intended audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy.'

In signing a Partnership Agreement, the University and The Partner agree to use all reasonable endeavours to promote the reputation of the other and to promote the collaborative provision and activities developed through the Agreement. The Partner also agrees to operate within this Policy in production of public information related to the partnership and University approved programmes.

This Policy should be read in conjunction with the University's 'Policy on provision of information for prospective students' (January 2018) which sets out a template and guidance for the provision of information on learning, teaching, assessment and affiliated course-related information for prospective students to ensure there is accurate and consistent information published on the University's webpages.

Scope

The policy is an essential reference point for Institutes, partner organisations and course teams, and central services of the University and its partners, particularly in relation to the design, approval and quality assurance of core public information, publicity and marketing materials for collaborative provision and partnerships.

For the purpose of this policy, the term 'published information' refers to:

- publicity/promotional material (hard copy, electronic and web-based);
- prospectuses;
- programme specifications;
- module specifications;
- course handbooks.

The Policy and associated procedures apply to all forms of public information (print copy, electronic or web-based) related to any collaborative activity that impacts on the University's degree-awarding function as defined by the University's Collaborative Academic Arrangements Policy, both UK and International, (e.g. validated provision, joint or dual awards, recognition arrangements). It also applies to all other documentation for public use where reference to a Partner's relationship with the University could or should be made (e.g. programme specifications, course handbooks, course web pages, progression agreements). This includes activities used in the marketing and promotion of University of Worcester approved awards (or agreements), including references to the University and the use of its branding.

These materials could include, for example, publications, posters, leaflets and webpages, press releases and advertisements, including on-line promotion. The principles of the policy should also be taken into account when providing verbal information at Open Days and events.

The Policy

1. Principles

- 1.1. No public information, publicity or marketing material for a collaborative partnership, course or an agreement may state or imply a formal relationship with the University unless the University has granted explicit approval. For new courses or other new collaborative arrangements, the University's Course Scrutiny Group approves the initial marketing and publicity information. For existing courses/collaborative arrangements, a clear process for approval is set out in Section 4.
- 1.2. All references to the University and its relationship to the Partner must be used only in the context of the activities as set out in the formal written agreement. Unless otherwise specified in the agreement, the University will not permit its name or logo to be used to imply a general endorsement or similar of another party over and above the specific activities stated in the agreement.
- 1.3. All public information, publicity or marketing materials must accurately represent the approval status of a course or agreement. Any course or agreement undergoing approval can only be advertised as 'subject to approval'.
- 1.4. All public information, publicity or marketing material must accurately represent the academic level of the course and the number and level(s) of academic credits to be awarded.
- 1.5. Where a course has been approved to run at a number of partners, all print copy and web-based material must be consistent in its statement of title, entry criteria, level, credits and structure of the award (subject to any variation agreed at approval, e.g. optional modules at specific centres).
- 1.6. University branding must not be used in any way to imply that a course delivered by a partner organisation that is articulated through an agreement to a University of Worcester course has been 'quality approved' or validated by the University.
- 1.7. In the case of articulation agreements (home or international), no publicity or marketing material may state or imply a formal relationship with the University unless an articulation agreement has been explicitly approved in accordance with the University Policy on [Articulation arrangements - approval, monitoring and review processes](#).
- 1.8. All public and marketing information associated with a recognition arrangement, whether issued by the University or the recognition institution must be clear about the nature of the arrangement in accordance with the [Principles and process for the approval and monitoring of recognition arrangements](#).
- 1.9. The University reserves the right to require changes to marketing materials, programme or other documentation, or request the removal of items from websites that contain inaccuracies about the Partner's relationship with the University. In such cases, the University shall endeavour to provide the Partner with ten working days' notice.
- 1.10. For UK Partners recruiting overseas students, any use of the University's name or logo must not imply any responsibility on the University's part for achievement of the obligations imposed by UK Visas and Immigration in respect of the admission of overseas students. These obligations rest with each Partner, and not with the University, in respect of possessing the Agency Tier 4 sponsor

license, in addition to making correspondence on behalf of overseas students in respect of study in the UK.

2. Use of the University of Worcester's corporate identity

- 2.1. No trademarks, logo types, kite marks, symbols or other emblems owned or awarded by the University may be used by The Partner in any public information, marketing or publicity materials without prior written permission from the University.
- 2.2. The University's corporate identity may be used by a collaborative partner in the following circumstances (subject to approval):
 - on/in public information, including publicity materials concerning programmes leading to awards of the University, whether these are produced in hard copy format or made accessible through the Partner's web-site, for example, the Partner's prospectuses, course leaflets, display boards or other publicity media;
 - social media websites managed by The Partner, advertising websites used by The Partner to advertise its services, and recognised and reputable programme listing websites;
 - on The Partner's institutional signage.
- 2.3. In each case, the University's corporate identity must be used in association with the name and/or corporate identity of the Partner itself. Neither the University's corporate identity nor its coat of arms may be used on their own.
- 2.4. Principles governing the reproduction of the corporate identity (font, size, colour, etc) are set out in the University's '[Identity Guidelines](#)'. These principles must be adhered to whenever the University's corporate identity is used. Any proposed use of any element of the University's corporate identity must be approved by the University's Communications Team prior to publication and usage.

3. Promotion of Collaborative Arrangements/Programmes

- 3.1. The Partner should inform the partnership office, relevant host Institute(s) and the University Communications and Participation Team (Partner Account Manager) of the name and contact details of the person who is responsible for marketing the programme(s) at the partner organisation. The partner HE Manager should be copied into communications related to approval of marketing and publicity materials from the partner and the University.
- 3.2. All published information, marketing and publicity materials for collaborative courses and/or agreements produced by The Partner must meet the requirements of this policy and specifically:
 - Assure that the name of the University as the awarding body is accurately represented, i.e. any reference made is to the 'University of Worcester' (i.e. not Worcester University);
 - State the course or agreement is 'In partnership with' and/or 'Approved by' the University;
 - Where the University logo is used this must be an approved version in accordance with the University's corporate '[Identity Guidelines](#)';
 - Ensure that the collaborative arrangement between the University and The Partner is accurately described;
 - Course Web pages must include a link to the University website.
- 3.3. To help promote University approved courses delivered by collaborative partners, The University will:

- Provide a full entry for all courses where students' tuition fees are paid directly to the University in The University Prospectus and on the University website and provide links to The Partner website from The University web pages;
- List all Partners and University approved collaborative courses on our website and include links to The Partner institution's website
- List all Institutions with whom we have articulation and progression agreements on the University website.

3.4. Where appropriate, The Partner should promote progression routes at the University, including any specific courses named in course approval documents and programme specifications (linked progression awards, e.g. Top-Up degrees) that provide the opportunity to complete or continue study at the University of Worcester, with the mode of attendance, delivery and duration of the subsequent programme clearly identified.

4. Procedures for the approval and monitoring of published information

Approval Process

- 4.1. All core public information, publicity and promotional material produced by The Partner must be approved by the University to ensure the accuracy, completeness, reliability and appropriate branding of information, prior to publication of material for external or internal purposes.
- 4.2. Materials and documentation will be reviewed in line with expectations set out in Chapter B10 of the QAA Quality Code (Indicator 18) and Part C (particularly Indicators 2, 3, 4 and 5) and those reflected in the CMA Guidance for UK higher education providers and the HEFCE [guidance on providing information for prospective undergraduate students](#) (DfENI, HEFCE, HEFCW and SFC, 2017). A 'Published Information Checklist' details the types of information which are expected to be made available to prospective students, current students and graduating students, and indicates where this information will normally be published (see Appendix 1 – Published Information Checklist for Academic Partners and Collaborative Provision).
- 4.3. Depending on the nature of the material, different departments of the University and levels of approval are required. In relation to the academic content and course information or agreement concerned, this may include the relevant University host Institute for the collaborative partnership/provision, the Academic Quality Unit, the Partnerships Office/Officer and the Head of Collaborative Programmes. The University's Communications and Participation Department will normally approve the presentation and use of the University's corporate identity in publicity and marketing materials. The process for the approval of publicity and promotional material is given in a flow chart (see Appendix 2 - Approval of Published Information Process Flowchart).
- 4.4. Partners must allow the University a period of ten working days in which to approve the material.
- 4.5. If any published material is found to be inaccurate or misleading and has not received approval from the University, the Partner will be required to recall and reprint (or remove from public view if web-based) all such material as a matter of urgency and to confirm to the University once undertaken.
- 4.6. A portfolio of all relevant Partner marketing and other public information materials approved and reviewed will be retained at the University.

Monitoring

- 4.7. Indicator 18 of Chapter B10 of the QAA Quality Code states that degree awarding bodies must monitor regularly all sources of information produced by other organisations (including websites and prospectuses) for prospective students and for current students and staff involved in the arrangements in order to ensure that they remain fit for purpose, accessible and trustworthy.

4.8. The University undertakes regular monitoring of The Partner’s prospectuses and/or website(s) to ensure accuracy and appropriateness, and fitness for purpose.

4.9. If the monitoring process identifies any omissions or errors in the published information, the Partner will be required to rectify the errors with immediate effect.

5. Information provided to current students

5.1. All students studying through collaborative arrangements, including placements, must be provided with information about their studies and clear statements about their rights and responsibilities as students. Course Handbooks, together with the programme specification and module specifications, are key elements in providing information to students and are approved through the course planning and approval process. The University provides guidance to partners on the content of the Course Handbook.

5.2. Course Handbooks are updated and reviewed by the host Institute on an annual basis prior to publication to students. References to the Programme Specification must be through hyperlinks to the definitive version held on the University website.

5.3. In instances where the collaborative programme includes a period of mandatory placement activity, the University’s [Policy on the Management of Placement and Work-based Learning](#) applies. Students should be provided with a Placement Handbook, or similar document, detailing information about their placement.

Contacts for support or queries related to the approval of marketing and publicity materials

General advice, access to materials (including photographs, logos etc) and urgent approvals: communications@worc.ac.uk

Press releases and any other media activity: press@worc.ac.uk

Advice on strategy and communications planning: Director of Communications and Participation

Partnerships Account Manager: Marketing Communications Co-ordinator

Date Policy Approved	Original policy version 1.1, January 2011
Approval Authority	Academic Board
Date of Commencement	January 2011
Amendment Dates	January 2011 (initial approval) Minor amendments to update QAA reference, contacts and web links, July 2013 Complete review 2016-17 and consultation September-December 2017 - approved by Academic Board 31 st January 2018
Date for Next Review	January 2019
Related Policies, Procedures, Guidance, Forms or Templates	University of Worcester Identity Guidelines Provision of Information for Prospective Students Policy (March 2018) Provision of Information for Prospective Students Template (March 2018)
Policies/Rules Superseded by this Policy	Policy for Approving Marketing and Publicity Materials for University of Worcester Collaborative Partnerships and Provision Delivered by Partner Organisations (2011)

Appendix 1 – Partner Published Information Checklist

Name of Partner Institution:	
Approved Course(s):	

Information to be provided	Collaborative partner website/prospectus	Programme Specification	Module Specification	Course Handbook/Other course related handbooks, e.g. placement, employer handbooks	Approval (tick to indicate inclusion)	Review (tick to indicate inclusion)
University of Worcester as degree-awarding body	✓	✓		✓		
Statement as to the nature of the relationship between the University and collaborative partner	✓	✓		✓		
Correct use of the University Corporate identity	✓	✓		✓		
Students' rights and responsibilities	✓			✓		
Students' entitlements to services				✓		
Students' relationship to the University and what information will be shared between the organisations involved?				✓		
Avenues for students for complaints and appeals and how these are divided between the collaborative partner and University	✓			✓		

Information to be provided: For prospective students (QAA UK Quality Code for HE, Part C: Information about Higher Education Provision, Indicator 3)	Collaborative partner website/prospectus	Programme Specification	Module Specification	Course Handbook/Other course related handbooks, e.g. placement, employer handbooks	Approval (tick to indicate inclusion)	Review (tick to indicate inclusion)
Location of study	✓			✓		
Course title/award	✓	✓		✓		
Mode of study	✓	✓		✓		
Application and admissions process	✓	✓		✓		
Entry requirements	✓	✓				
Tuition fees and any additional costs	✓					
Transferable skills	✓	✓	✓	✓		
Teaching, learning and assessment methods	✓	✓	✓	✓		
Resources and facilities available	✓	✓		✓		
PSRB/accreditation information	✓	✓		✓		
Advisory and support services available to students	✓	✓		✓		

Information to be provided: For current students (QAA UK Quality Code for HE, Part C: Information about Higher Education Provision, Indicators 4/5)	Collaborative partner website/ Prospectus	Programme Specification	Module Specification	Course Handbook/Other course related handbooks, e.g. placement, employer handbooks	Approval (tick to indicate inclusion)	Review (tick to indicate inclusion)
Course learning outcomes		✓	✓	✓		
Module learning outcomes			✓	✓		
Curriculum details	✓	✓		✓		
Reading lists			✓			
Overall student workload			✓			
Assessment details		✓	✓	✓		
Study Abroad opportunities [if relevant]	✓	✓		✓		
Placement/Work-based learning opportunities	✓	✓		✓		
Administration of learning, teaching and assessment	✓			✓		
Access to the University's <i>Regulations and Policies and Procedures</i>	✓	✓		✓		
Alumni services, pastoral services.	✓			✓		

Appendix 2 – Approval Process Flowchart for Partner Marketing/Publicity Materials

