

Policy on Provision of Information for Prospective Students

Purpose

To ensure that the information provided for prospective students meets external requirements and guidance on good practice.

Overview

This policy sets out the principles for providing and approving good quality course information for prospective students to enable them to make informed decisions about what and where to study. It takes account of the guidance provided by the Competition and Marketing Authority (CMA) (2023) and the UK Quality Code Part C (Information about Higher Education Provision), as well as the good practice guidance developed by OfS, HEFCE and QAA. The policy applies to all courses provided by the University and at all levels of study.

Scope

All staff involved with the development of course approvals (including reapprovals and course changes constituting 'significant change') and student recruitment (including provision of information for course webpages, prospectuses, Open Days/ Offer Holder Days, Programme Specifications and Course Handbooks).

The Policy/Procedure/Guidance

1. The University will take all reasonable steps to ensure that the information provided for prospective students is accurate, clear, unambiguous, current and timely.
2. The University will take all reasonable steps to ensure not to omit important information that could affect prospective students' decisions.
3. The University's approach to the provision of information for prospective students takes account of advice published by the Competition and Markets Authority and the expectations of the Quality Code for Higher Education, together with any conditions of registration as an HE provider and good practice guidance produced by sector bodies. Information will be easily accessible and will be provided throughout the key stages of application – offer – enrolment.
4. The University will adopt the following principles in presenting information for prospective students:
 - Course information enables prospective students to make informed choices of what and where to study
 - Information is easily accessible on the webpages and available, where appropriate, in different formats

- Information is presented in clear, plain and intelligible language
 - Information is reviewed and updated on an annual basis, or as appropriate for different cohorts of students to ensure timely provision of information
 - Clear and transparent terms and conditions are provided with all offers of a place to study at the University
 - Prospective students will be provided with the necessary pre-contract information required to make an informed decision to accept an offer of study
 - Policies related to course closure, suspension and major change are accessible to students
 - Prospective students are informed promptly of any changes to courses in accordance with the terms and conditions
 - Where changes can be anticipated, prospective students will be made aware of what could change, when and how, so that they can make informed decisions
 - Information provided at Open Days, Offer Holder Days, and other student recruitment events, will be accurate, current and will not omit information that could otherwise enable students to make informed decisions
 - Clear guidance for the drafting of information for prospective students in accordance with good practice is available for staff and there is a formal means of approving such information for new and continuing courses.
5. Responsibility for drafting, maintaining and reviewing terms and conditions lies with Registry Services; formal approval is by University Executive Board.
 6. Responsibility for approving information in relation to new and existing courses to be offered by the University is as follows:
 - a. the Academic Quality Unit, in consultation with Communications and External Affairs, is responsible for ensuring a standard template and guidance, that takes account of sector-wide requirements and good practice, is available
 - b. Schools are responsible for drafting initial information about a new course by using the template. This must be submitted with the course proposal documentation for approval by Academic Planning and Portfolio Group (APPG)
 - c. Schools are responsible for ensuring that information provided on the website and in written documentation is consistent with definitive approved Programme Specifications, that all information is checked on an annual basis (or more frequently, as appropriate), and, where changes to course are made, information for prospective students is updated. Annual checking and updating of information are prompted by Communications and External Affairs.

- d. Schools are responsible for initial market research into the potential viability of a course. This viability should be agreed by the relevant Pro Vice Chancellor Academic before requesting additional market research support from Communications & External Affairs.

Approval/Review Table

Item	Notes
Version Number	3.0
Date of Approval	24 October 2024
Approved by	APPG
Effective from	Immediate
Policy Officer	Head of Academic Quality
Department	Academic Quality Unit
Review date	July 2027
Last reviewed	October 2024
Related Policies, Procedures, Guidance, Forms or Templates	Policy and Procedures for Approving Public Information and Marketing Materials for UW Collaborative Partnerships and Provision
Policy/procedure/guidance superseded by this version	n/a
Equality Impact Assessment (EIA)	September 2021
Accessibility Checked	24 October 2024