PUBLIC INFORMATION POLICY

1. LCCM has a duty to ensure that all information it publishes is clear, accurate and complete. This is to ensure students, prospective students, staff and the wider public can have confidence in the validity of the information they are accessing, be it in hard copy or digital format.

2. The Principal is ultimately responsible for the accuracy and completeness of all published College information, however, to ensure factual correctness and clarity of content, operational responsibility is delegated to the relevant head of department, whilst noting that the Principal retains the right to determine the appropriateness of content or management responsibility. Awarding bodies have final authority over content relating to their awards.

Content Publication:

3. The Head of Marketing will lead on the generation, review and updating of appropriate content, providing internal contributors with the systems, processes and guidance needed to ensure this can be done in a timely fashion. All content will be reviewed annually at a minimum.

4. The Marketing department will ensure content is presented consistently and in line with LCCM's overall marketing strategy and brand guidelines, and published only once it has been formally approved by the relevant head of department. **Each Head of Department is responsible for the accuracy and clarity of published content relevant to their department.**

5. LCCM publishes material across social media; the Head of Marketing will ensure that any inaccurate, offensive or misleading content posted by third parties is removed.

6. Official LCCM social media communications will be the sole responsibility of the Marketing department.

Content Responsibilities:

Teaching and Learning Department;

7. Led by the Vice Principal, the Teaching and Learning Department will be responsible for all information relating to academic governance; academic regulations, policies & procedures; OfS matters; external quality reviews; Higher Education accreditations; professional accreditations and all collaborative partnerships; programme/module specifications (for all programmes and courses); and External Examiner reports with responses.

Programme Administration:

8. Within the Teaching and Learning department, the Programe Administration Manager will be responsible for preparing all information relating to:

- admissions and interviews;
- complete programme and course lists;
- programme and student handbooks;
- induction and freshers information;
- the academic timetable, including course dates, assessment timetable and performance information;
- Student pastoral and additional academic support;
- Busaries, Scholarships and Hardship funds
- Internal and external promotion of all LCCM gigs and alternative events

Official LCCM communications will be provided through the student portal and by email from studentservices@lccm.org.uk or events@lccm.org.uk. In exceptional circumstances students may be contacted by phone.

Marketing Department:

9. The Head of Marketing is responsible for all information relating to:

- public relations and advertising;
- College news and events including the public calendar,
- student and tutor profiles and alumni stories,
- all other promotional materials; and
- via appointed partners and affliates including third part course directories.

Official LCCM communications will be provided through the website and LCCM social media channels and by email from

Operations Department:

10. The Director of Operations and Financial Control is responsible for all information relating to:

- LCCM sites and facilities including opening hours, student practice, rehearsal and recording facilities; and operational notices.

- the provision of information technology services for students, staff and tutors; and student management data.

- Terms and Conditions of Enrolment, Student Fees, Payments and Refunds policy

The Principal:

11. The Principal is responsible for public information relating to:

- Corporate governance.

RESTRICTIONS:

12. LCCM will not accept responsibility for information published by third parties oustode the above remits. Where this information comes to the attention of LCCM officers, and it is inaccurate, the college will endeavour to have the information corrected or removed.

13. All LCCM communications and information for public consumption must be provided only via official accounts and channels of LCCM and its appointed partners and affiliates.

This policy is reviewed by the Senior Management Team annually.

Appendix - Procedure for the approval and review of the website and printed information

The Principal, Vice Principal and Director of Finance and Resources (the Principalship) together with the Head of Marketing, has overall responsibility for the management of all publications, including the student handbook, programme handbooks, prospectus, website, and advertisements.

All content for publication to any audience and via any media must be provided to the publisher only by these postholders, together with the Programe Administration, Manager, according to the

responsibilities laid out in paras 7-11 of the Policy. Where applicable, these postholders will obtain the written agreement of the awarding body(s) prior to submission of materials for publication. In addition, Head of Marketing "sign off" will be required of final drafts prior to publication to ensure content is presented consistently and in line with LCCM's overall marketing strategy and brand guidelines.

The following procedure provides a means of then initiating a regular external review of the website and any printed publications. Although these media are carefully checked within the College and with the awarding body(s) before sign off, a further external view is of particular benefit in ensuring that content remains accurate, appropriate and relevant.
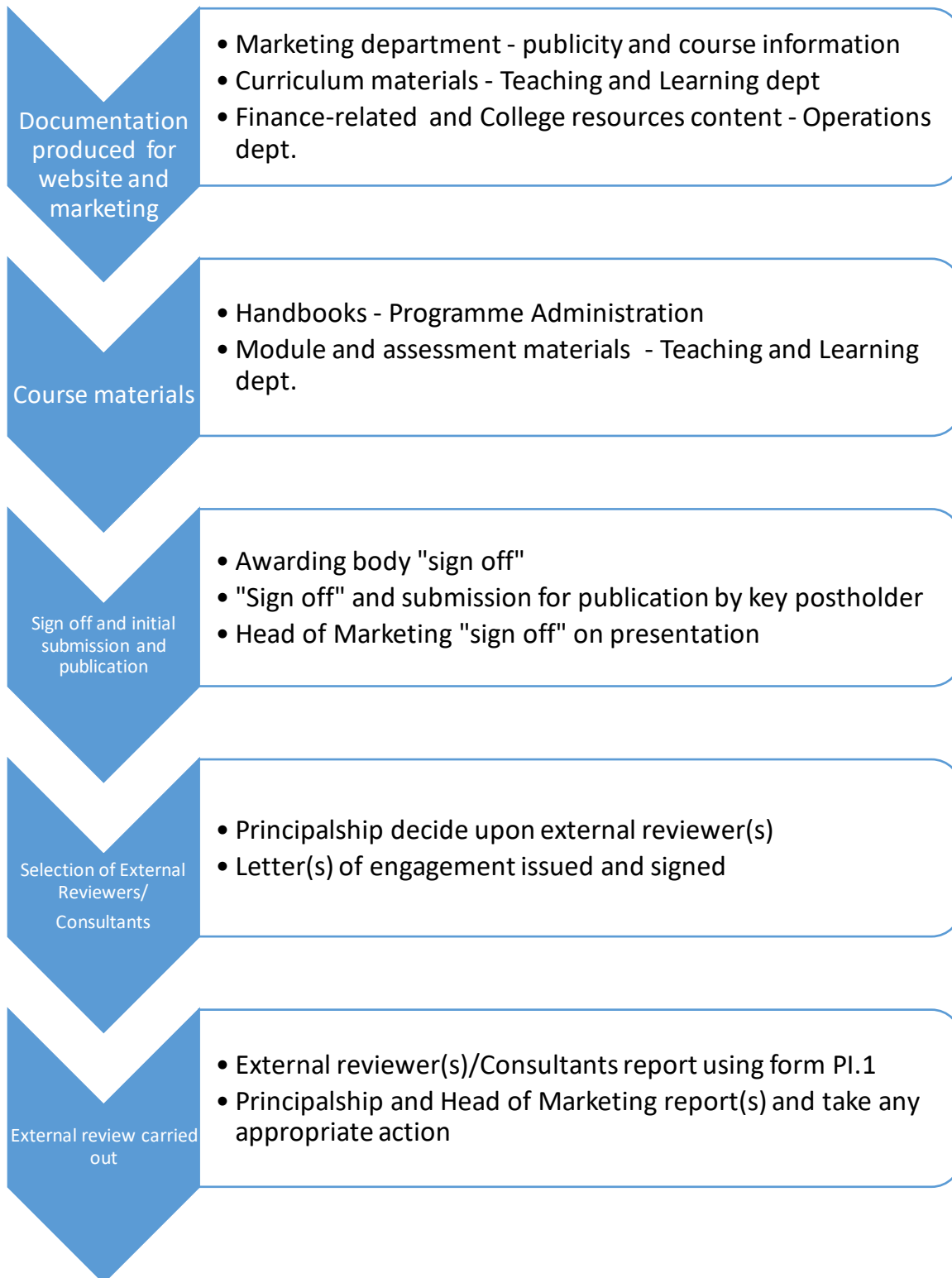
The Principalship will decide each year which external reviewer to use and whether to ask more than one individual to undertake review work. A signed letter of engagement should be used in each case.

The frequency of external reviews of the College`s public information will be decided by the Principal, but the normal frequency will be once every 6 months. The external reviewer(s) will be expected to comment upon the following:

- overall appearance of the website/printed materials
- appropriateness of the content and images (particularly in relation to a potential overseas student audience)
- currency of the content and images
- accuracy of the body text (this will include spelling, grammatical construction and textual conventions)

A formal report, using the format attached in PI.1, will be required for each external review. The report(s) will be considered by the Principalship and Head of Marketing, as per the procedure shown below. *UK Quality Code* references relevant to this procedure are principally Chapter B2 Indicator 3 and Part C Indicators.

Flow chart for the production and external monitoring of Public Information

Documentation produced for website and marketing

- Marketing department - publicity and course information
- Curriculum materials - Teaching and Learning dept
- Finance-related and College resources content - Operations dept.

Course materials

- Handbooks - Programme Administration
- Module and assessment materials - Teaching and Learning dept.

Sign off and initial submission and publication

- Awarding body "sign off"
- "Sign off" and submission for publication by key postholder
- Head of Marketing "sign off" on presentation

Selection of External Reviewers/ Consultants

- Principalship decide upon external reviewer(s)
- Letter(s) of engagement issued and signed

External review carried out

- External reviewer(s)/Consultants report using form PI.1
- Principalship and Head of Marketing report(s) and take any appropriate action

Published information external review process (PI.1)
Date of review:
Date of next scheduled review:
Website
Overall comments:
[Reviewer to insert comments about the overall impact and appearance of the website]

Items to be amended:
[Reviewer to specify items that must be changed or amended, indicating the degree of urgency]

Printed Information
[Reviewer to provide both overall and specific comments about each separate printed item reviewed, along with recommendations about any changes]
Documents reviewed

Suggested amendments

Sign off of any changes as a result of review (sign and date when completed)
Review by:
Name: **Signature**
Date:
Position of course:

Signed off by:
Name: **Signature:**
Job Title:
Date:
[Principalship to sign and date when all changes completed]