



PUBLIC INFORMATION POLICY

1.0 Purpose of this policy

The purpose of this policy is to specify the key principles which underpin how public information is managed at the European School of Economics (ESE) within the Scope given below. It is acknowledged that all Departments (Academic and Services) and Faculties across the School are responsible for publishing materials which form part of the ESE's Public Information.

2.0 Scope of the policy

2.1 This policy covers information published in electronic or printed form which refers to any of the following:

- Academic programmes;
- Collaborative Partnerships;
- Contractual relationships the School may have with a third party;
- Corporate strategies;
- ESE Policies;
- ESE Services.

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

- Information on the ESE website;
- The School's Prospectus;
- Ad-hoc marketing materials, including brochures, rollers and leaflets;
- Social Media channels managed by ESE;
- Advertisements;
- Information produced and published via third parties including:
 - Overseas student recruitment agents.
 - HESA (Higher Education Statistics Agency).

2.3 This policy does not cover the following:

- Letters;
- Verbal communications;
- Presentations;
- Any teaching and learning materials;
- Staff recruitment advertisements;
- Outputs of research and scholarly activity;
- Content of creative work; or
- Materials produced and published by a third party with whom ESE does not have a direct relationship and is not within ESE's control.

3.0 Risk level

- ESE acknowledges the importance of publishing information that is accurate and reliable and acknowledges the risks associated with the publication of inaccurate or unreliable information.
- ESE has adopted procedures to help to mitigate risks of inaccurate public information and enable the institution to assure the reliability of relevant information in the public domain.
- The following are perceived to be of lower risk:
 - Materials which are produced and published by ESE. These materials are fully in control of ESE personnel.
- The following are perceived to be of higher risk:
 - Materials which are produced and/or published by a third party, of which ESE is not aware. It is also acknowledged that the risk may be increased in respect of materials which are also produced and published in a foreign language.

4.0 Key Principles

- 4.1** ESE aims to publish information in a timely manner that is accurate, fair, reasonable; to ensure that internal and external audiences gain access to reliable information about the School and that external audiences are able to form an accurate impression of the Institution. Partners for both recruitment and short courses delivery are all required to submit all materials prior to publication.
- 4.2** This policy has been developed reflecting, as appropriate, the requirements of the University of Chichester as well as the HEFCE Wider Information Set (WIS) <http://www.hefce.ac.uk/whatwedo/it/publicinfo/widerinfo/> and the expectations set out in Part C of the UK Quality Code [http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/Part- C.pdf](http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/Part-C.pdf)
- 4.3** Responsibility for the management and publication of Public Information resides across all Departments (Academic and Services) and Faculties across the School and they have a responsibility to ensure that they have procedures in place, which enable the School to manage its responsibilities in relation to public information and meet external expectations and internal requirements.
- 4.4** Public Information relating to course provision, such as the School Prospectus, Programme Specifications and the Course Directory on the ESE website are controlled centrally within the School by the Head of Quality & Standards and Head of Marketing.
- 4.5** ESE takes responsibility for the production and publication of all public information, with the exception of the following third parties who under the terms of a contractual relationship with the School publish materials which reference ESE and may have permission to produce such materials:
- Overseas student recruitment agents.
 - Educational directories.
 - Local and national business directories.
- 4.6** In relation to Public Information produced and published by a third party with whom ESE has a contractual relationship:
- The requirements for approval of public information will be detailed in the memorandum of agreement between ESE and the third party.
 - Any materials produced by a third party must be checked and approved by relevant personnel at ESE prior



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to publication.

- It is the responsibility of the third party to forward all draft promotional materials to the ESE in either electronic or hard copy format for approval prior to publication.
- ESE will request the immediate withdrawal of public information published by a third party that does not comply with the ESE corporate identity and/or includes inappropriate and/or misleading information.

4.7 Materials published in a foreign language:

- For materials produced by ESE in a foreign language, the 'control document' should always be produced in English, before it is translated into the relevant foreign language.
- For materials produced by a third party in a Foreign Language, the third party responsible for producing the document should ensure that it is produced in both English and the Foreign Language. That will enable ESE to check the publication in a foreign language against the English language translation and ensure that it is appropriate.