



# Public Information Policy and Procedures

**Policy Owner: Commercial Director**  
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**Version Number: v1.5**  
**Informed by Quality Code Chapters: Part C**

## 1.0 General Policy Statement

The Institute of Contemporary Music Performance (‘ICMP’) aims to publish and communicate information that is accurate, fair, reasonable and timely. We aim to enable external audiences to form an accurate impression of the institution and enable them to make informed decisions with regard to their location of study.

### 1.1 Scope

This policy covers information published in electronic or printed form which refers to academic programmes, services, corporate strategy, policies and press & media communication. It does not cover letters, verbal communication, presentations, teaching and learning material, staff recruitment advertisements, the outputs of research and scholarly activity or the content of creative work.

Specifically this policy and accompanying procedure aims to assure the accuracy of the following:

- ‘Programme Specification’ – a document approved by our Awarding Bodies to contain specific information about an individual programme of study, its intended outcomes and the means by which these outcomes are achieved and demonstrated.
- ‘Prospectus’ – substantive printed document cataloguing programmes and related information. The online prospectus is a digital copy of the approved printed prospectus.
- ‘Website’ – The Institute’s central online presence which includes all information for courses, admissions, student support. It is also the main online presence controlling all other social media outlets and representing the Institute in the online public domain.
- ‘Publications’ – documents and other items published by the Institute itself, including the prospectus, brochures, leaflet, flyers, web pages and information available to students through the UCAS site.
- ‘External Publications’ – documents and other items published by the Institute’s awarding bodies.
- ‘Advertisements’ – text/image which appears in an external publication or online, where that appearance is paid for by the Institute.
- ‘Directory entries’ – information published externally without a charge being made to the Institute.
- ‘VLE’ – the Institute virtual learning environment is a resource for current students which enables them to access course and module information.
- ‘Social Networking’ – information published by the Institute on social networking resources, inclusive of, but not exclusive to, Facebook, Twitter, Google +, Instagram, Youtube, Tumblr and Soundcloud.

### 1.2 Press and Media Communications

ICMP attracts widespread press and media attention at a local, regional, national and international level. ICMP’s aim is to engage with press and media in an effective and constructive manner in order to build the ICMP’s reputation and to contribute to public debate. To achieve this, key members of staff can authorise representatives to speak on the ICMP’s behalf. These key members are:

- Head of Marketing
- Commercial Director
- CEO

### 1.3 Legal Context

Public information is communicated in the context of legislation and best practice guidelines, including the Data Protection Act 1998.

## 2.0 Website and online media

The Marketing department is responsible for the accuracy of the online presence of ICMP. Marketing must ensure, through a locally-arranged process of regular review and thematic audit (see 3.0), that information is accurate, substantiated and appropriate.

Any images, video or music must be the copyright of the ICMP or where this is not the case, be used with permission.

The Marketing Team also monitors all digital outlets for potentially offensive material and aims to ensure that any material is removed as appropriate. Social networking sites badged as belonging to ICMP, departments or functions must be managed appropriately, with processes in place to deal with user-created content and behaviours of participants who may not be formally part of ICMP.

## 3.0 Thematic Audit

### 3.1 Purpose

The purpose of the Thematic Audit is to provide a mechanism which enables ICMP to confirm that the Public Information Policy is being applied consistently across all outlets.

### 3.2 Ownership

Thematic audits are overseen by the Marketing Department and managed and led by the Head of Marketing in association with the Quality Manager.

### 3.3 Audit Procedure

A number of thematic audits will normally be undertaken through the course of the academic year. Such audits will cover specified areas such as the prospectus, the website and VLE to assess current content and practice across all relevant aspects of the Quality Code.

### 3.4 Reporting & Follow-up Activity

Subsequent to an audit, the Head of Marketing and the Quality Manager will prepare an action plan which will be submitted to the Executive Committee along with the audit report findings.

## 4.0 Procedure

The communication of public information as defined in 1.1 is generally authorised by a member of the Management Team.

4.1 The table below outlines staff responsibility for sign off of relevant areas of public information.

| Areas of public information  | Staff/Team Responsible   |
|--|--|
| Stage 1  |  |
| Descriptions of academic programmes including; <ul style="list-style-type: none"><li>• Accurate description of the programme, modules, facilities, staff expertise</li></ul> | Programme leaders and Dean based on the validated programme specification, as appropriate. |

|   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Accurate use of terminology including award titles</li> <li>• Reasonable information about learning and career outcomes that can be supported by evidence</li> <li>• Correct and appropriate use of external endorsements, quality ratings, and information about professional accreditation</li> <li>• Correct contact details</li> </ul> |   |
| Programme handbooks   | Academic Board  |
| Accurate descriptions of services, facilities and associated procedures   | Facilities Manager,                                   |
| Information for international students  | Visa Compliance Committee                             |
| References to fees, bursaries, loans and scholarships   | Finance Manager, Admissions Manager,                  |
| Confirmation of award titles for approved programmes  | Quality Manager                                       |
| Communication of entry requirements, application codes and admissions procedures  | Commercial Director, Dean                             |
| Marketing information relating to events, student services, the Hub, accommodation, and FAQ's pertaining to the Institute   | Head of Student and Staff Services, Head of Marketing |

### Stage 2

|   |                                    |
|---|------------------------------------|
| Overall quality of copy                     | Marketing Team                     |
| Gain academic partners approval as required | Head of Marketing, Quality Manager |

### Stage 3

|   |                     |
|---|---------------------|
| Confirmation of completion of stages 1 and 2. | Commercial Director |
|---|---------------------|