
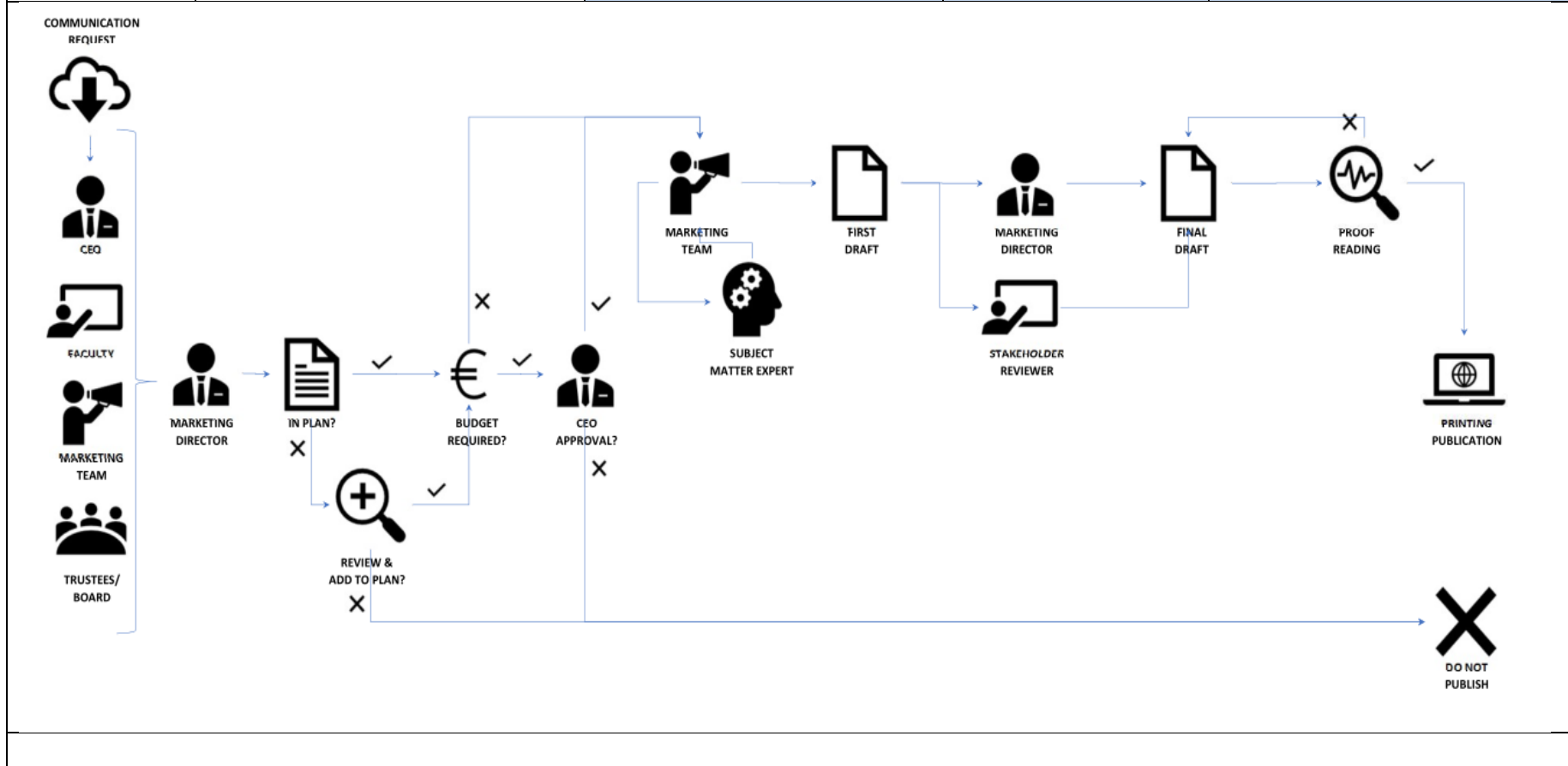


#	POLICY TITLE	POLICY AREA:	VERSION	DATE ADOPTED:
	<b>QA 9.1 COMPILING, &amp; APPROVING MARKETING MATERIAL AND PUBLIC INFORMATION</b>	9) PUBLIC INFORMATION AND COMMUNICATION	3.0	July 2020



### **Introduction and Context**

SNMCI recognises the importance of providing accurate and timely data about its academic provision to all stakeholders.

The purpose of this policy is to:

- Set out the principles for effective and transparent public communication about, and promotion of, SNMCI and its programmes.
- Describes the procedure for compiling and approving academic marketing material.

### **Scope**

This policy applies to all staff involved in the promotion of the College and/or its programmes.

This policy applies to all communication with prospective students and the general public.

The Marketing Director is responsible for implementing this policy.

### **Legal and Regulatory Context**

This policy is designed with regard to the European Standards and Guidelines<sup>1</sup> and the QQI Core Statutory Quality Assurance Guidelines<sup>2</sup>, both of which describe the need for the College to have policies and procedures in place to support the recruitment of students and to regulate information put into the public domain. The Qualifications and Quality Assurance (Education and Training) Act 2012<sup>3</sup> requires the College to provide specific information to learners about the programme on which they are enrolling, any award to which the programme leads and applicable access transfer and progression procedures.

### **Policy Statement:**

It is the Marketing Department's responsibility to ensure that College brochures, leaflets, marketing materials and the College website:

- Reflect, as appropriate, the feedback provided by Programme Committees.
- Are consistent with SNMCI brands and values
- Reflect the College's Information for Learners Policy (QA 3.8) and any other related marketing and admissions College policies approved by the Academic Board.
- Are produced in a manner consistent with the requirements of any accrediting and/or professional bodies where applicable
- Are produced in a manner consistent with all branding requirements for the College
- Contain information written in clear language
- Contain information that is accurate, complete and up-to-date

<sup>1</sup> European Association for Quality Assurance in Higher Education (ENQA) et al. (2015), Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG), 2nd edn., Sections 1.4, 1.8. Available at: [http://www.enqa.eu/wp-content/uploads/2015/11/ESG\\_2015.pdf](http://www.enqa.eu/wp-content/uploads/2015/11/ESG_2015.pdf)

<sup>2</sup> Quality and Qualifications Ireland (2016), Core Statutory Quality Assurance (QA) Guidelines, Section 9. Available at: <https://www.qqi.ie/Downloads/Core%20Statutory%20Quality%20Assurance%20Guidelines.pdf>

<sup>3</sup> Department of Education and Skills, Qualifications and Quality Assurance (Education and Training) Act 2012, 2012, sec. 67 (1)

- Are respectful and inclusive
- Are published with consent

**Marketing Collateral and Communications**

The College may produce publishable marketing material in a variety of media to suit the needs of prospective students and the relevant programme. This may include websites, printed prospectus, advertisements, social media, radio adverts, guerrilla marketing, etc. All marketing collateral and communications will adhere to the principles outlined above.

**Staff Involved:**

Marketing Department; CEO; DQAA; All staff involved in the promotion of the College and/or its programmes.

Procedure Outline	Person/s Responsible	Records generated to ensure evidence of follow through
<p><b>New Materials:</b></p> <ul style="list-style-type: none"> <li>- Requests to create and publish information and/or marketing material about the College and/or its programmes are made by.....               <ul style="list-style-type: none"> <li>- The Board of Trustees;</li> <li>- The CEO;</li> <li>- The Marketing Director as part of the overall marketing strategy;</li> <li>- Senior faculty members.</li> </ul> </li> <li>- The Marketing Director will review each request against the current marketing plan and the overall mission of the College.</li> <li>- Where paid publishing OR printing of the information is foreseen, the Marketing Director will seek budget approval from the CEO prior to creating the information or marketing material. Such approval may already be in place in the form of an agreed marketing budget.</li> <li>- Following approval, the relevant Subject Matter Expert(s) will assist the Marketing Director (team) in preparing copy, messaging and visuals.</li> <li>- Drafts will be prepared by the Marketing Director (team) and sent for review to the Marketing Director and relevant stakeholders, for example the</li> </ul>	<p>Marketing Director</p> <p>CEO</p> <p>Subject Experts as appropriate</p> <p>Marketing Director</p>	<p>Number of leads generated</p> <p>Marketing Budget Accounts</p> <p>Correspondence</p> <p>Minutes of meetings re marketing</p>

<p>Director of Quality and Academic Affairs and/or Programme Directors in the case of a programme prospectus.</p> <ul style="list-style-type: none"> <li>- Following review and revision, a final draft will be sent for review to the original reviewers.</li> <li>- The final draft will also be checked by an independent member of staff for accuracy, spelling and punctuation.</li> <li>- The Marketing Director is responsible for final sign off of all published information and marketing material.</li> <li>- Once signed off the communication will be sent for printing or publication.</li> <li>- The Marketing Department is responsible for ensuring that information appearing on the College website is consistent with that approved for printed material.</li> </ul> <p><b>Note: Current Materials:</b></p> <ul style="list-style-type: none"> <li>- Following Annual Programme Reviews the Marketing Department should actively seek feedback from Programme Committees regarding the current content of the prospectus, brochures, leaflets etc. and whether or not <ul style="list-style-type: none"> <li>(i) information needs to be updated</li> <li>(ii) information needs to be amended / deleted</li> <li>(iii) additional information needs to be included</li> </ul> </li> <li>- The Marketing Department is responsible for ensuring that any changes to programme information are consistent across the College website and printed material.</li> </ul>	<p>MD</p> <p>Proof Readers</p> <p>Marketing Director</p> <p>Marketing Director</p> <p>MD Programme Committees/</p> <p>Marketing Dept</p>	<p>DQAA/PD approval Correspondence</p> <p>Final Drafts</p> <p>Consistency across media</p> <p>Correspondence Updated brochure/prospectus</p> <p>Updated website/materials</p>
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### Policy Control Sheet

Policy	<b>QA 9.1 Compiling and Approving Communication and Marketing material</b>
Version	3.0
Adopted/Effective	July 2020
Supersedes	2.0
Monitoring/ Next Review Date	Every Two Years /July 2022
Responsible Officer(s) Designated Reviewer(s)	Marketing Director/CEO Marketing Director/CEO
Scope	College Wide

### References

SNMCI Policy area	<b>9) Public Information and Communication: QA Vol 3</b>
Developed with reference to	QQI (2016) <i>Core Statutory Quality Assurance Guidelines</i> QQI (2016) <i>Statutory Quality Assurance Guidelines developed for Independent/Private Providers coming to QQI on a Voluntary Basis</i> <i>Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG), May 2015</i>
Related SNMCI Policies / Forms	QA 3.2: Programme Validation Policy and Procedures; FQA 9.1: New Programme Marketing Information Sheet

### Revision

Revision Number/Date	Revision Description	Originator	Approved By
1	General Review for Blended Status	MD/CEO	AB