

COURT THEATRE TRAINING COMPANY



Policy and Process for Approval of Public Information

Objective

To ensure that all public information being published by Court Theatre Training Company is clear, timely, accurate, appropriate, transparent and supports the aims of the organisation and the needs of the intended audiences.

Scope

This policy covers information published in electronic or printed form which refers to academic programmes, services, corporate strategy and policies. It does not cover letters (other than those written in a marketing context), verbal communication, teaching and learning materials, staff recruitment advertisements, the output of research and scholarly activity.

Context

Public information is communicated in the context of legislation and best practice guidelines including data protection and freedom of information. Please note that this document will sit alongside the social media policy.

Approvals process

Identified stakeholder(s) are responsible for the development of a specific piece of public information. No pieces of information should be published in the public domain without stakeholder or ultimately Senior Executive Management approval (Please see Appendix A). For stakeholder information and process, detailing the final stakeholder authorisation. Consideration should be given to the time being provided for approvals. Stakeholders needing to approve the release of public information should therefore be given as much notice as possible. There will be times, however when that information has a tight deadline and the need to release it is greater than the need to secure sign-off from the appropriate stakeholders. The aim will always be to minimise the number

of occasions on which this happens and in such a situation the Principal or nominated deputy will take responsibility.

The nominated stakeholder(s) should be briefed on how the information is being used and the purpose for its publication, so that they can judge if it is appropriate and accurate for the identified audience.

It is the responsibility of the person circulating the copy to ensure that the information being provided for stakeholder sign-off is up to date and accurate. Any figures must have been checked against the original source and approved, where possible.

Responsibility of the stakeholder providing the sign off:

If a stakeholder is unsure about any of the information they are being asked to approve, they should not provide sign off until they have received the assurances/information required. The stakeholder is within their rights to query any information they are unsure about, with the sender and/or refer it back to someone with the technical knowledge to judge if it is correct.

Sign offs should be provided either on email, or by signing a piece of artwork or copy and dating it. A copy will be held by the administrator and marketing officer for future auditing, if necessary. If a stakeholder has approved the information for release and it later turns out to be inaccurate or inappropriate for the intended audience, then the stakeholder will be contacted for clarification.

Marketing communications:

1. Technical information usage

Any technical information to be used for marketing purposes and to appear on the website should be provided by the relevant stakeholders (e.g. Module/Course leader) and approved by the Principal, Executive Director or nominated authorising group. If appropriate, marketing will help craft this information into the correct format and style for the target audience, which would then be passed back to the relevant stakeholders for approval prior to being made public. Stakeholders or nominated staff should check the relevant pages on the website when information has been published and raise any issues as soon as possible.

2. The release of any information to the media

All prospective press releases, advertorial copy and proactive or reactive media statements must be provided to the Executive Director for consideration and approval prior to being issued to any member of the media or external publication (if the Executive Director is not available it should be provided to The Principal and if they are not available The

Assistant Director of Studies). These could include but are not limited to print and broadcast media, websites, blogs, newsletters and social media. The marketing and administration representatives will ensure that any information to be released to the media adheres to the CTTC's overall objectives, style guide and standards. The marketing representatives will also co-ordinate sending this information out to the most appropriate publications to maximise impact, and stakeholders will recommend suitable specialist publications to disseminate to.

Prior to the release of any information to the media, it will be passed back to the stakeholder for sign-off. If a staff member or student is being quoted in any respect, they must give consent before the quote can be used. It is that staff member or student's responsibility to ensure that the information being quoted is accurate and appropriate to the audience before they supply or approve it.

If a member of staff is contacted by any member of the media requesting an interview or to be filmed, this request must be passed to the marketing team for approval. The same is true of filming or broadcast requests on college property, i.e. a request to interview a student on site. The marketing team will then discuss the interview request with the member of staff and/or student and with a member of the Senior Executive Management before deciding whether the interview is in the best interests of CTTC and can go ahead. The ultimate decision lies with Executive Director and Principal.

The only exception to this rule is when staff are attending an event and a member of the media requests an interview at that time, i.e. immediately after an event. It is then the responsibility of that staff member to ensure that the information they provide is accurate, appropriate for the audience and enhances and/or protects the reputation of CTTC.

3. Social Media

Please refer to Social Media Policy

Appendix A: Stakeholder approval process

All Stakeholders are accepting responsibility for statements being factually accurate, reasonable, verifiable, and compliant with relevant legislation.

The CTTC staff members, identified below, therefore have joint and collective responsibility for the final approval.

Stage 1: Content

Descriptions of academic programmes including:

- Accurate description of the programme, modules, facilities, staff expertise

- Accurate use of terminology including award titles
- Reasonable information about learning and career outcomes that can be supported by evidence
- Correct and appropriate use of external endorsements, quality ratings, and information about professional accreditation
- Correct contact details including staff profiles, research, news stories and wider student experience.

Programme leader:

Accurate descriptions of services, facilities and associated procedures. Information about services provided, pricing, availability of services, administrative procedures.

Principal (in association with awarding body Buckinghamshire New University)

References to fees, bursaries, loans, and other financial awards

Confirmation of the approval status of award titles for approved programmes. Entry requirements, application codes and admissions procedures

Stage 2: Quality

The overall quality of public information is the responsibility of the Executive Director

Stage 3: Non-media related final approval

Final approval lies with the Executive Director and Principal in the absence of these, The Assistant Director of Studies.

Stage 4: Media related final approval

Final approval lies with the Executive Director in association with Admissions (Buckinghamshire New University) and the Principal.

Glossary

Stakeholder

A person with the authority to develop and agree Public Information.

While there is no set number of stakeholders for any particular public information document, a member of staff with the appropriate level of responsibility will be assigned to authorise publication.

These stakeholders will be established at the outset and will be relevant to the individual piece of activity.

Senior Executive Management

Principal/Programme Leader, Executive Director, Assistant Director of Studies, Quality and Partnership Manager (Buckinghamshire New University), Admissions office (Buckinghamshire New University)