



Public Information Policy and Approval Procedures

General Policy G02

1. Policy statement

This policy supports SAE Education Limited (SAE Institute UK) Strategic Direction, and provides for oversight, control and review over all public domain information about the Institute which is produced and distributed by the Institute.

2. Purpose

This policy aims to ensure that the provision of public information about SAE Institute UK is accurate, fair, reasonable and timely, and is intended a) to enable external audiences to form an accurate impression of SAE Institute UK; b) to allow students and other stakeholders to make appropriately informed decisions; c) to enable clear and effective communication about and within the organisation; and d) to meet applicable legal obligations e.g. in relation to consumer protection or copyright.

3. Scope

This policy applies to all SAE Institute UK campuses and covers information in printed, electronic or broadcast form which is intended to be made public and which refers to academic programmes, services, corporate strategies, and policies of SAE Institute or any aspect of its operations.

4. Associated policies and procedures

This policy should be read in conjunction with the following policies and procedures:

- G01 Code of Conduct
- G04 Student Engagement

- A01 Academic Standards and Quality Assurance
- A04 Intellectual Property Policy
- A05 Admissions and Selection Policy
- G06 Information Privacy Policy
- G07 Information Technology, Network Usage and E-mail Policy
- G11 Prevent Policy

5. Associated documents

This policy should be read in conjunction with the following documentation:

- Student Handbook
- Staff Handbook

6. Policy

6.1. Prospective students

6.1.1. Printed material

SAE Institute UK's prospectus and relevant brochures for public distribution are produced under the editorial control of the Public Information and Approvals committee (PIAC), who meet regularly throughout the year to ensure that contents of published materials meet the required standards of accuracy and clarity, and comply with all legal requirements, including Consumer Protection Law.

The PIAC is comprised of members of SAE Institute UK Marketing, Recruitment, Admissions and Academic teams. The accuracy of academic content is verified by the Committee Chairs who are part of the PIAC and, in the case of the annual prospectus, also by the UK Dean.

The accuracy of corporate and administrative content is verified by the Executive Leadership Team, members of which are included on the PIAC, in particular, the Director of Marketing and Director of Student Recruitment and Admissions.

All advertising materials are prepared by the Marketing team and reviewed by the Director of Marketing before publication.

Information pertaining to programmes validated by Middlesex University should have the approval of the PIAC before any publication or transmission.

Prospectus timeline

The prospectus is a key form of marketing and communication with prospective students.

August each year - Suggested changes to the prospectus proposed by Marketing team **September /**

October each year - Changes reviewed by the PIAC and approved **November each year** – Final draft of prospectus and approval from UK Dean

December each year – Publication of new prospectus

6.1.2. SAE Institute UK website

The SAE Institute UK Marketing team maintains a dedicated website which provides external audiences with information regarding the Institute's courses, campuses, facilities, news and special events. It is the responsibility of the PIAC to review the website content regularly and ensure it is accurate, informative and reflects current Institute offerings and operations.

The accuracy of academic content on the website is verified by the Committee Chairs who are part of the PIAC.

The accuracy of corporate and administrative content is verified by the Executive Leadership Team, members of which are included on the PIAC, in particular, the Director of Marketing and Director of Student Recruitment and Admissions.

The usability and usefulness of the website is also regularly reviewed by the Executive Leadership Team, including through feedback from students, staff and external stakeholders.

6.1.3. Social media

SAE Institute UK utilises various social media channels, such as Facebook and Instagram, to provide external audiences with direct engagement as well as information regarding the Institute's courses, campuses, facilities, news and special events. It is the responsibility of the Director of Marketing to ensure that the use of social media accords with the SAE Institute Social Media Guidelines and that the information relayed is accurate and reflects current Institute offerings and operations. Social Media output is a standing item for the PIAC.

All information relating to the admissions process will be clearly signposted and meet the provisions of A05 Student Admissions and Selection Policy.

SAE Institute UK shall provide and make widely accessible, all information intended to help prospective students select their programme with an understanding of the academic environment in which they will be studying and the support that will be made available to them.

The Institute and its officers shall make every effort to ensure that the processes of application and admission are accurately described and presented for all prospective applicants, and that prospective students are provided with all necessary or requested information to ensure they make an informed choice in the selection of their programmes of study and the academic learning environment.

Information on all available courses will be provided on the website, and personal invitations will be issued to all prospective applicants to visit the Institute, meet the staff, inspect the facilities, and form an accurate view of the learning environment and the support that will be provided to them.

6.1.4 Signing off of information

Item	Reviewed by the Public Information and Approvals committee?	Responsible for final sign off of content
Academic - Course information	Yes	UK Dean
Financial - Tuition Fees - Scholarships	Yes	Commercial Finance Manager
News items (website and social media)	No	Director of Marketing
Key policies - Academic - Public Information	Yes	UK Dean Director of Marketing Director of Student Recruitment and Admissions
Campus information - Facilities - Alumni / case studies	Yes	Director of Marketing
Application information - How to apply - Entry requirements / admissions information - About SAE	Yes	Director of Marketing Director of Student Recruitment and Admissions UK Dean (Entry Requirements)

6.2. Current students

6.2.1. Printed materials

SAE Institute UK produces various materials for internal circulation in particular the Staff and Student Handbooks, which are reviewed annually by the PIAC.

The accuracy of academic content is verified by the Committee Chairs who are part of the PIAC.

The accuracy of corporate and administrative content is verified by the Executive Leadership Team, members of which are included on the PIAC.

6.2.2. Electronic materials

SAE Institute UK maintains a Student Portal for the provision of ongoing information intended to assist the work of students, and Staff Portals (IRIS / Moodle Staff Room) for the on-going provision of information to assist the work of Institute staff.

Both the Student Portal and the Staff Portals are maintained on an on-going basis by the Directorate of Academic and Student Services under the leadership of the Dean, with ultimate responsibility resting with the SAE UK General Manager.

Academic content is verified by the UK Dean.

Corporate and administrative content is verified as required by the Executive Leadership Team.

Details of the framework used for managing academic standards and quality assurance and enhancement together with the description of information and policies used to support its implementation will be accessible for all staff and students.

SAE Institute UK makes daily and extensive use of e-mail for internal communications purposes, and such usage is governed by G07: Information Technology, Network Usage, and E-mail Policy.

It is the responsibility of the Dean assisted by the Directorate of Academic and Student Services (by type and category) of all activity relating to professional, statutory or collaborative bodies that are subject to formal agreements.

6.3. Information for prospective students

Prospective students will be provided with information in order to help them make an informed decision through the prospectus, website, offer packs, joining instructions materials, and at open days, events, on personal tours, and through social media channels. They will also receive

communications from the recruitment and admissions teams with further information and guidance throughout their applicant journey.

SAE Institute UK will inform prospective students where there are any material changes to information they have been provided with, or of any real, possible future material changes that are likely to occur following an acceptance of offer. This ensures that prospective students are able to make an informed decision based on accurate and fair provision of information.

Admissions Officers and Student Recruitment Officers will always communicate changes in writing and prospective students should agree to these changes, in writing, prior to the offer of study being made. This ensures that prospective students have a fair and accurate understanding of the learning opportunities on offer.

The Director of Marketing and Director of Student Recruitment and Admissions are responsible for ensuring that any material changes are communicated to prospective students.

6.4. Information for students

Upon enrolment and commencement of studies, students shall be provided with the Student Handbook, Programme Handbook and access to the appropriate electronic information sites for current and ongoing information in relation to their programmes of study as part of an induction programme. They shall also be provided with information about the support that will be provided, what they can expect from the Institute, and the expectations of them and their responsibilities as students, including the Student Code of Conduct and the rules, regulations, policies and procedures that apply to them.

Students shall also be provided with information about how any information about them is maintained and stored, and how communications about progress in their studies will be maintained and updated. At the start of each module of studies students shall be provided with details of that module of studies and expectations of them in relation to performance and assessment. Appendices I and II of G04 the Student Engagement Policy also apply and should be consulted.

6.5. Graduates

On completion of their studies, eligible students shall be provided with a detailed and formal record of their studies in accord with Middlesex University policies on the provision of Diploma Supplements and records, and shall be provided with timely and sufficient information to allow them to participate in Middlesex University graduation ceremonies.

Students will also be provided with information on future access to their academic records and record retention.

6.6. Communications with the Press and Media

All official communications with the press and media are handled by the Director of Marketing, and remain the responsibility of the SAE Institute UK General Manager. Press releases may only be issued on the authority of the Director of Marketing / General Manager. Section 4 of the Code of Conduct provides directions and guidance to staff on media statements.

Individual staff however may respond to legitimate external information requests relating to their areas of academic or professional expertise, but are restricted in speaking on behalf of SAE Institute UK on corporate or regulatory matters.

6.7. Copyright responsibilities

All members of SAE Institute UK should ensure that any published material conforms to the requirements of Copyright Law which apply in the relevant country of operation. For example, in the UK the Copyright, Designs and Patents Act of 1988 applies, and any subsequent legislative amendments to it.

Responsibility for observation and compliance of copyright provisions in all academic materials rests with the academic member of staff responsible for the modular material produced, under the guidance of the Dean, whose decision in relation to such matters shall be final.

Responsibility for observation and compliance of copyright provisions in all non-academic materials produced at Campus level rests with the Campus Directors, and responsibility for observation and compliance of copyright provisions for the UK rests with the Director of Marketing, with ultimate responsibility held by the SAE Institute UK General Manager.

Information about the need for copyright compliance and access to further information shall be provided to both staff and students as part of their induction, and shall be available on the Staff and Student Portals.

6.8. References to Middlesex University

Key marketing materials, such as the annual prospectus, must be approved by Middlesex University before publication.

Middlesex University is consulted on a regular basis in relation to any references to Middlesex University in SAE Institute UK publications, whether printed or electronic.

All references to degree programmes in SAE Institute UK Institute publications are carefully scrutinised at time of preparation approved by the Dean to ensure accuracy in relation to the programmes of study and correct description as Middlesex University degrees and recognised programmes. Ultimate responsibility rests with the SAE UK General Manager.

7. Policy history

Last Review: March 2021