

## PUBLIC INFORMATION POLICY

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## DOCUMENT HISTORY

Version	Author	Approved by	Date
1.0	Academic Compliance Office	Senate	20.04.2022
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## 1. PURPOSE AND SCOPE OF THE POLICY

This policy statement summarises BUV's approach to ensuring that the full range of public information published by BUV is complete and accurate. This information enables:

- BUV's overall strategy, mission, and values to be transparent.
- Prospective students to make informed decisions.
- Current students to make the most of their learning opportunities.
- Reliable information to be issued to students relating to confirmation of achievement.
- Staff, employers, members of the public and other stakeholders to better understand and make informed decisions about BUV.

This policy ensures compliance with the Vietnamese Ministry of Education and Training's regulation as well as The Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG). These regulations and standards set out an expectation that higher education providers make available valid, reliable useful and accessible information about their provision.

## 2. KEY PRINCIPLES

At certain levels of flexibilities in practice, the following key principles shall need to be maintained:

- Expectations relating to academic standards and quality are communicated to all relevant stakeholders, including prospective students, current students, former students, all staff, and other stakeholders.
- Information is clear, timely, current, transparent and addresses the needs of the intended audience.
- Information offers a fair and accurate reflection of learning opportunities at BUV.
- Information is published and made available in a place that is accessible by the intended audience. The format of the information is also accessible to all.
- BUV is responsible for the information produced about the learning opportunities offered and the mechanisms and media used to communicate this information and has mechanisms to ensure that it is cognisant of external requirements regarding Public Information.

- The Chief Academic Officer must ensure the accuracy, completeness and reliability of information produced by the school/faculty, where it is published for internal or external purposes.
- Feedback via any channels is welcomed so that where appropriate, inaccurate or missing information can be corrected or made accessible.
- The Quality Assurance Committee will commission regular reviews and monitor BUV's public information in accordance.
- BUV reserves the right to make changes to, or remove items with regard to its website, programmes, marketing materials, regulations, policies, procedures, and guidelines, or remove or alter any content at any time without notice. All appropriate stakeholders will be notified in writing of any adjustments to terms and conditions of study affected by these changes in a timely manner.
- Changing circumstances may cause BUV to have to adjust its provisions at any time and in some instances, despite its best efforts, BUV's published information relating to higher education may sometimes fall short of what is needed. All appropriate stakeholders will be notified in writing of any adjustments to terms and conditions of study affected by these changes in a timely manner.
- Not intentionally acting in a misleading manner in relation to published information made available to external and internal stakeholders.

### 3. PUBLISHED MATERIALS

Published materials refer to:

- Marketing and publicity materials including the prospectus.
- Corporate materials on strategy and policy.
- Guidelines and regulations in relation to higher education.
- Programme delivery material including (but not limited to) validation/approval documents, programme and module handbooks, any material published on the Learning Management System (Canvas); website, email (newsletter) or in hard copy.
- Student records of academic achievement whether leaving on completion or noncompletion of their programme.
- Email and other electronic means of communication.
- Hard copy documents.
- Communications via social media tools.

## 4. RESPONSIBILITIES FOR THE MANAGEMENT AND APPROVAL OF PUBLIC INFORMATION

	Content and accuracy of information published on websites, Canvas, staff intranet, email and other electronic means of communication, hard copy documents and social media tools:
Programme information for prospective students	Head of Academic and Student Operations Marketing Manager
Programme teaching and learning materials	Deputy Chief Academic Officer Head of Quality and Academic Development
Programme validation/approval documents	Chief Academic Officer Academic Compliance Manager
Programme and module handbooks	Head of Academic and Student Operations
Programme specific communications with students	Head of Academic and Student Operations Marketing Manager
Confirmation of achievement communications	Head of Registry
Graduation communications	Head of Academic and Student Operations Marketing Manager
Corporate information	Chief Operating Officer Marketing Manager Legal Compliance Manager
News and Events	Chief Operating Officer Marketing Manager Head of Academic and Student Operations
Social media communications	Head of Academic and Student Operations Marketing Manager
Corporate style of all materials published on the BUV website and hard copy (brand guidelines)	Chief Operating Officer Marketing Manager

## 5. PERIODIC REVIEW

Much of the public information published by BUV is reviewed and re-approved on an annual cycle with information such as academic policies and regulations being reviewed periodically, normally on a four to five-year cycle.