



Title:	Public Information & Communication		
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1. PURPOSE

The purpose of this policy is to clearly set out the principles that support the effective and clear and transparent communication of public information concerning Crystal Lean Solutions (CLS) and the programmes and services it offers.

2. SCOPE

This policy applies to the management and administration of CLS programmes. Specifically, applying to the communication with prospective learners, public and other stakeholders.

3. RESPONSIBILITIES

This policy applies to all CLS staff involved in the management and administration of CLS programmes.

4. POLICY STATEMENT

CLS acknowledges the importance in maintaining public confidence in the organisation and is therefore committed to ensuring that the relevant information is accurate, current, fair and unbiased and easily accessible by all relevant stake holders. The organisation's website is the primary platform for the provision of public information in addition to email marketing and social media platforms.


This policy relates to the provision of public information specific to the provide:

- All CLS programmes on offer.
- Quality assurance documentation such as policies and procedures.
- QA reports as they become available pursuant to the Qualifications and Quality Assurance (Education and Training) Act 2012 (section 67).

4.1 Publication of Provider Information

CLS is committed to ensuring that the latest and current information about the following aspects of the organisation is available on the company website and social media platforms.

- Contact details
- CLS Core Values
- CLS employee profiles
- Information regarding CLS programmes offered
- Information regarding awarding bodies

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4.2 Publication of Programme Specific Information

CLS is committed to providing prospective and current learners with up to date and accurate information regarding all its programmes and activities. Prospective learners, other stakeholders and the public can obtain information about all programmes via the website and through direct communication with the CLS Support Process Team.

Mandatory Information for all Programmes:

- Programme title
- Programme duration
- Programme outline
- Entry requirements
- Expected learning outcomes

Accredited Programmes Information


The following information is included for relevant accredited programmes only:

- Award type
- Awarding body
- Information specific to the awarding body
- NFQ level if applicable
- ECTS credits if applicable
- Assessment information
- Details of Protection for Learners arrangements if applicable
- Details of Transfer and Progression arrangements if applicable

4.3 Publication of Quality Assurance Documentation

CLS publishes the following quality assurance documentation:

- All CLS relevant QA documentation (policies, procedures, manuals, work instructions and associated resources) are maintained on the company Quality Management System SharePoint portal. We will always endeavor to ensure the most up to date documentation is publicly available where required and this is managed via SOP-6 Self-Evaluation, Management Review and Continuous Improvement.
- Self-Assessment Reports, Institutional Review and Quality Improvement Plans (QIP), as they become available.

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5. PROCEDURE

The section describes the protocols and procedures that are in place to ensure that the public information is clear, current, accurate, objective, impartial and readily accessible.

5.1 Protocols

The following protocols are observed with respect to the publication and communication of public information:


- A variety of methods are employed by the marketing department to promote the organization and programmes on offer.
- Information is published in English using clear user focused language.
- Requirements of specific awarding bodies with respect to public information is strictly adhered to.
- The relevant staff respond in a timely manner to all queries regarding any aspect of public information accurately
- Any third part may not publish material using CLS information, without the approval of CLS.
- Personal data or other personal identifiable information such as learner or company testimonials are not used without the consent of the individual or company.

5.2 Review and Update of Public Information

Public information is subject to internal approval prior to publication. This process involves document sign off from various roles appropriate to the categories of information set out below. The protocols set out in 5.1 above are adhered to in all cases.

5.2.1 Company Information (Profile and Relevant Corporate Information)

- The Managing Director is responsible for the regular review of company information to ensure that the CLS profile and relevant company information is up to date.
- Proposed updates are carried out by the Marketing Associate initially as draft updates.
- Draft updates are made live by the Marketing Associate following approval by the Managing Director.

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5.2.2 Programme Information

- SOP-6 Self-Evaluation, Management Review and Continuous Improvement includes for the regular review of programme information to confirm the accuracy of all aspects of the programme documentation.
- In the case of accredited programmes, this review confirms that the information is accurate and fulfills the obligations of each body. Where necessary proposed changes are further reviewed with the Programme Development Team prior to final sign off.

5.2.3 Marketing and Promotional Material


- The Marketing Associate is responsible for the development of promotional material for the company. This may be communicated through a variety of platforms such as the website, email campaigns, social media and third parties promoting CLS Programmes. Programme information used for marketing is taken directly from approved course brochures only.
- The Academic process team approves specific aspects of promotional material which concern obligations with respect to awarding bodies.

5.2.4 Quality Assurance Policies and Procedures

- CLS quality assurance documentation, policies, procedures, guidelines, work instructions and associated resources are maintained by Document Controller on the company's document platform, QMS SharePoint. The Document Controller ensures that the most up to date documentation is available.
- As part of the approval process, where relevant, documents that are required by Learners are uploaded to the company website. The upload is completed by the Marketing Associate.
- Documents that are available to the public on company website, include, but are not limited to, Quality Manual, Learner Manual, Quality Policy, Teaching and Learning Policy and Evaluation Reports.

5.2.5 QA Reports



- The Academic Process team is responsible for ensuring the publication of reports from QA or accredited programme evaluations. This includes, but is not limited to, programme validation, programme revalidation, institutional review, and reengagement activities.

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6. REVISION HISTORY

Revision #	Reason for Revision
1	Original Version.

7. DOCUMENT APPROVALS

Role	Name	Signature and Date
Author	Maria Ryan	 24/02/2022
Approver	Christy Murphy	 24/02/2022