

Public Information and Communication Policy (Comms-Pol-201)

Policy Title	Public Information and Communication Policy
Department	Communications Department
Owner	Membership and Marketing Manager
Approving body	Executive Board
Effective date	February 2021
Next review date	February 2023
Policy number	Comms-Pol-201
Related Policy and/or Procedures	ED-POL-046 Access, Transfer and Progression Policy ED-POL-054 Protection of Enrolled Learners Policy Comms-Pol-203 – Social Media Policy for Account Users Comms-GL-204 – Writing for the Digital Age Comms-GL-205 – RCPI Style Guide

1. Purpose

This policy sets out the principles that underpin the communication of public information published by The Royal College of Physicians of Ireland (RCPI) in relation to the College's activities including education programmes, research, and related activities. This includes publication of information about RCPI, the Quality Assurance Manual and reports detailing findings from quality assurance evaluations.

RCPI is committed to appropriate and effective communication with all stakeholders both internally and externally. This policy has been developed to ensure that all stakeholder communication is appropriate, timely and relevant, and to:

- define the responsibilities of staff and representatives when communicating for College purposes
- ensure that all opportunities to promote the College through appropriate communication channels are explored
- ensure that tone and message communicated from the College is consistent with our brand guidelines

2. Scope

This policy applies to all staff involved in the preparation of information for publication associated with work of the College, and in particular to all involved in the preparation of information for publication associated with the provision of education programmes.

The scope of the policy includes marketing of education programmes and related information that is compliant with Core Statutory Quality Assurance Guidelines (QQI 2016) and with the requirements of the Quality Assurance (Education and Training) Act, 2012.

3. Responsible for implementation

The Membership and Marketing Manager is responsible for implementation of this policy.

4. Public Information and Communication - Guiding Principles

- 4.1 The RCPI Communications Department has a lead role in supporting all other departments in terms of best practice in the preparation and publication of information.

4.2 The Communications Department is responsible for managing and implementing the RCPI's communications strategy. Key areas of responsibility include management and coordination of internal and external communications, media relations, public affairs, social media channels, the RCPI website, bulk emails, podcasts, and marketing materials. In particular:

- Building RCPI's leadership position and reputation in healthcare and healthcare education and training
- Raising awareness of our position on topical health matters within the healthcare system and to influence national health policy
- Enhancing engagement with Learners, Trainees, Licentiates, Members and Fellows through high quality communications
- Promoting RCPI educational programmes, Continuing Professional Development courses and events, training programmes, research, awards, and examinations.

4.3 The Communications Department produces corporate publications such as the RCPI Annual Report, the President's Bulletin, manages requests for filming, broadcasting, and photocells, and are responsible for the image bank and design and front-end development of RCPI's online presence including the RCPI website.

4.4 Policies and training provided by the Communications Department support staff to prepare and publish information that is clear, accurate, objective, current, complete, and easily accessible.

Learner Information

4.5 RCPI is committed to providing prospective and current learners with up-to-date and accurate information on all activities of the College; especially as it relates to our education programmes and learner supports and resources.

4.6 RCPI promote its education programme through a variety of methods to suit the needs of prospective learners and the relevant programme.

4.7 In line with guidance provided by the Communications Department the Postgraduate Medical Education Centre prepares marketing and programme material for publication about education programmes provided by RCPI.

4.8 In accordance with Section 67(1) of the Qualifications and Quality Assurance (Education and Training) Act 2012, RCPI will, before commencing the programme and before accepting any

payment from or on behalf of the enrolled learner in respect of the programme, notify the enrolled learner in writing of the following:

- the name of the awarding body or, where appropriate, awarding bodies making the award,
- the title of the programme and the award to which it leads, and
- whether the award is recognised within the National Framework of Qualifications (NFQ), and if so:
- the level of that recognition within the NFQ, and
- whether the award is a Major, Minor, Special Purpose or Supplemental award as identified within the NFQ
- how procedures for access, transfer, and progression under section 56, apply to the programme
- the details of the arrangements for the Protection of Enrolled Learners that RCPI has in place in accordance with Section 65(4) of the Act.

4.9 RCPI is committed to the publication of quality assurance evaluation reports and where appropriate, a quality improvement plan.

5. References

ENQA (2015) Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) Brussels, Belgium

https://enqa.eu/wp-content/uploads/2015/11/ESG_2015.pdf

Quality Qualifications Ireland (2016) Core Statutory Quality Assurance Guidelines

<https://www.qqi.ie/Downloads/Core%20Statutory%20Quality%20Assurance%20Guidelines.pdf>

Quality Qualifications Ireland (2015) Policy & Criteria for Access, Transfer & Progression in Relation to Learners for Providers of Further & Higher Education & Training

<https://www.qqi.ie/Downloads/ATP%20Policy%20Restatement%20FINAL%202018.pdf>

Quality Qualifications Ireland (2013) Protection of Enrolled Learners (PEL): Protocols for the Implementation of Part 6 of the 2012 Act – Guidelines for Providers

<https://www.qqi.ie/Publications/Publications/Protection%20of%20Enrolled%20Learners,%20Protocols%20for%20the%20Implementation%20of%20Part%206%20of%20the%202012%20Act%20Guidelines%20for%20Providers.pdf>

Quality Qualifications Ireland (2017) Policy and Criteria for Making Awards

<https://www.qqi.ie/Downloads/Policy%20and%20Criteria%20for%20Making%20Awards.pdf>

Qualifications and Quality Assurance (Education and Training) Act 2012

<http://www.irishstatutebook.ie/eli/2012/act/28/enacted/en/html>