



GALWAY BUSINESS SCHOOL


Public Information & Communication Policy

May 2020

10. Public Information & Communication Policy

10.1 Purpose

GBS is responsible for the accuracy of the information which it shares in the public domain. Therefore, it has the responsibility to ensure the validity of such information and to ensure transparency with all stakeholders.

Document Name: Public Information and Communication	 GALWAY BUSINESS SCHOOL
Owner: Registrar	
Approved by: Governing Body	
Review frequency: Every 2 years	

Version	Description of Amendments	Approval Date	Implementation Date
V1.0	Approval in full of the policy by the Governing Body	July 2019	September 2019

10.2 Public Information & Communication

GBS ensure that its public communication is:

- Reflective of the original validated programme
- Honest and transparent about information pertaining to facilities and programmes
- Honest and transparent about information pertaining to GBS Quality Assurance polices and procedures
- Easily accessible, easy to navigate and published in full
- Clear in relation to accreditation for each programme
- Clear in relation to access, transfer and progression for each programme

When public communication is targeted specifically at prospective and/or current learners, GBS will ensure that:

- Information is transparent regarding whether a programme leads to an award
- The name of the awarding body is transparent if a programme does not lead to an award
- The title of the award, NFQ level and award type (if applicable) is clear
- Any required PEL arrangements are clearly outlined
- Learner information is monitored and updated as required

Figure 10.1: Procedure for approving Public Communications content

