

Policy on the Quality of Information

Christie's Education, London (CE) has formalised its processes for assuring the quality of information about learning opportunities by implementation of a Policy on the Quality of Information. The policy, which was developed following consultation with both staff and students, enables CE to meet the expectations of by UK Quality Code. It was revised in May 2018 to ensure compliance with consumer protection law and alignment with the Office for Students Regulatory Framework (February 2018).

The policy is designed to ensure that

1. Prospects, applicants and students are provided with accurate information about all aspects of their programme or course, and that such information is timely, accessible and enforceable
2. Regulators, external organizations and the wider public are able to access accurate and relevant information via the CE website
3. Our student contracts have transparent and fair terms and conditions¹ and
4. Our complaints procedures are clear, accessible and fair.²

Principles

Christie's Education is committed to providing high quality, accurate and accessible information across all owned print and digital channels.

The Policy on the Quality of Information applies equally to our higher education, continuing education and online provision, and encompasses prospective and current students, alumni, academic and administrative staff, key stakeholders, art world professionals and clients of our parent company, Christie's International plc.

Scope

CE publishes information in a number of different formats that are intended to reach a wide international audience. The principal means of communication about our education provision are:

- Our print marketing materials, including prospectus and continuing education brochures
- The CE website, our parent company's website, and microsite platforms

¹ "Student contracts" include the contract for academic services and other contracts into which a student may enter as part of the higher education experience, including but not limited to contracts governing the provision of accommodation, disability support packages, scholarships, sports facilities and additional course costs.' (OfS Regulatory Framework, February 2018, para. 366)

² OfS Regulatory Framework February 2018, para. 365

- Social media channels owned by CE and by the parent company
- Advertising with third party providers, both print and digital
- Email channels to clients, staff, students, alumni, affiliates and key stakeholders
- Our Virtual Learning Environment ('Canvas')
- Our Student Management System
- Our alumni portal and alumni communication channels
- Formal print communication, including press releases statements and media coverage.

Procedures

Note: These procedures specify the roles and responsibilities for drafting and sign-off of information. The International Managing Director reserves the right of final review and approval of all information.

Information is produced by a range of staff in academic and business support roles. Draft information is reviewed and approved by the relevant manager. The marketing team works collaboratively with all CE staff and managers to ensure that all published information is accurate, timely, accessible and enforceable.

For higher education, there is an annual review process whereby the Programme Directors brief the marketing team on content for print and digital channels, including the prospectus and website. The Global Marketing and Digital Strategy Director or her representative drafts copy which is then returned to Programme Directors for review prior to sign-off by the Academic Director. Final approval of the prospectus rests with the International Managing Director.

All other information about higher education programmes is derived from the approved content in the CE London prospectus or website. Final approval of such information rests with the Global Marketing and Digital Strategy Director.

For continuing education and online education, Programme Directors brief the marketing team on content for print and digital channels on a more continuous cycle, and there is a quarterly review process. The Global Marketing and Digital Strategy Director or her representative drafts copy which is then returned to Programme Directors for review prior to sign-off by the Global Marketing and Digital Strategy Director.

Information on support services (including the library and learning resources, IT, student services etc.) is drafted by relevant staff and signed off by the Director of Registry and Student Services.

Monitoring and review

Information is monitored and reviewed to ensure compliance with the guidelines and requirements of Christie's, consumer protection law, and the validating university (for validated higher education provision). All information is reviewed and updated annually, where necessary, to ensure accuracy and consistency. This may include consultation with the validating university.

The table below summarises the procedures:

Step 1	Step 2	Step 3
The International Managing Director has the right of final review and approval of all information		
Drafting of new information Or monitoring/review/updating of existing information	Checking by the relevant manager	Sign-off by the relevant member of SMT (Academic Director, Director of Registry and Student Services, Global Marketing and Digital Strategy Director)