



Public Information Policy

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Staff Member Responsible	Director of Training

Amendment History

Revision Summary	Date Approved	Author

Irish Baptist College

Public Information Policy

Introduction

1. The aim of this policy is to govern the procedure for the release of public information. It will detail the various forms in which information is made publicly available and identify the individual(s) responsible for that information.

Sources of Information and Authorisation Protocol

External Information

2. **Annual Report.** This report will be included in the Association of Baptist Churches in Ireland's Annual Report. It will provide information on the College's activities during the course of a calendar year, including financial figures. It is produced by the Director of Training in conjunction with the Principal and the Association Director.
3. **Website.** The College website is its public face and is intended as the central source of information for supporters, alumni and prospective students. The website's primary purpose is to provide an initial one-stop-shop on the College. It will include information relating to:
 - The College's history, vision and aims
 - The various courses and modes of study available at the College
 - The study resources available to students
 - The application process (including the relevant documentation)
 - The primary means of support (including prayer and financial support)
 - The College staff
 - The student experience (testimonials, blog)
 - Regular news and information updates (blog, podcast, videos)
 - The Irish Baptist Historical Society

The website is maintained by the Librarian/Administrative Assistant, with overall responsibility falling to the Director of Training. The Director of Training and Principal together clear important news items and major changes to the website.

4. **Prospectus.** The College prospectus will provide basic information on the College's vision, aims and available courses and modes of study. It is intended as a printed document to direct enquiries to the website or College staff, where full and detailed information on courses is available. Significant changes to the prospectus will be agreed by both the Principal and the Director of Training.
5. **Insight.** The *Insight* magazine is a bi-monthly print publication of the Association of Baptist Churches in Ireland. The College contributes reports, news items and theological/devotional material to every edition. Both staff and students contribute to this

publication. It is intended as a source of information for supporters, alumni, prospective students, current students and the churches of ABCI. The production of this information is the responsibility of the Director of Training.

6. **Advertisements.** There will be limited and strategic use of external advertising to promote the College to wider audiences. This is increasingly transitioning to advertising through social media (see below). Advertisements will normally be drafted under the supervision of the Director of Training and signed off prior to publication by the Director of Training or the Principal.
7. **Appeals.** Periodically it may be deemed necessary to circulate an appeal for further support. These will be circulated via letter, email and on the College blog. Appeals will normally be drafted by either the Principal or the Director of Training and signed off by both before being sent by either the Registrar or Librarian/Administrative Assistant.
8. **Social Media.** The College maintains a presence on social media. The primary use of social media is to point interested parties to the website, events or pertinent information. Social media will increasingly serve as a channel for paid advertisement. It is monitored by the Librarian/Administrative Assistant and the Director of Training, with input from the Media and Communications Coordinator. Inappropriate and abusive comments will be removed. Overall responsibility lies with the Director of Training, but often in consultation with the Principal.

Internal Information

Some documentation is produced particularly for staff and students, and therefore while public information is intended for internal consumption.

9. **Policies.** College policy is generated by staff on a proactive and reactive basis and will be reviewed, commented upon and authorised by the Management Committee. Policies that relate to students will also be commented upon by representatives of the Student Voice Committee.
10. **Student Handbook.** This document is a vital instrument for undergraduate students. It contains information on a range of topics relevant to the student through the duration of their studies. It will be revised annually by the Registrar and Director of Training. Significant alterations will be agreed with the Principal.
11. **Postgraduate Student Handbook.** This document is a vital instrument for postgraduate students. It contains information on a range of topics relevant to the student through the duration of their studies. It will be revised annually by the Postgraduate Director. Significant alterations will be agreed with the Principal.
12. **Virtual Learning Environment.** The College will provide a VLE for students through which lecture notes, bibliographies, assignments, module descriptors and some policies and procedures will be accessible (others will be available on the website or in the Student

Handbook). Each lecturer will have responsibility to maintain their own sections of the VLE, with the Registrar, Director of Training and Principal overseeing all of it.

13. **Staff Handbook.** This document is produced by the Association of Baptist Churches in Ireland. It covers a range of issues related to a staff member's duration of employment with the College. It will be updated and re-distributed regularly by the Association Director.