Public Information Draft Quality Assurance Policy



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| **Responsible Executive** | **Vice Chancellor** |
| **Responsible Division** | **Directorate of Quality Assurance** |
| **Approved By** |  |
| **Date Approved** |  |
| **Review Date** | **After every four (4) years** |
| **Stakeholders affected by this policy** | **All categories of staff and students of University of Nigeria Nsukka as well as their partners (JAMB, ALUMINI, FGN and local and International**  **collaborators)** |

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# 1. Purpose

This policy establishes standards for the management, accuracy, and quality of public information disseminated by University of Nigeria. It ensures that all publicly available information reflects the university’s values, mission, and commitment to transparency and accuracy.

# 2. Scope

This policy applies to all forms of public information issued by the university, including press releases, website content, social media, marketing materials, and official communications. It covers information prepared and released by all departments, offices, and staff responsible for public-facing content.

# 3. Guiding Principles

* **Accuracy and Reliability:** All public information must be factually accurate, well-researched, and reliable.
* **Transparency and Integrity:** Public information should be clear, transparent, and align with the university’s mission, values, and strategic objectives.
* **Consistency and Accessibility:** Information must be presented consistently across different channels and be accessible to diverse audiences, including those with disabilities.
* **Compliance and Accountability:** Ensure that public information complies with applicable laws, regulations, and standards while promoting accountability among information providers.

# 4. Policy Statements

## 4.1 Information Creation and Approval

* Develop standardized processes for creating, reviewing, and approving all public information to ensure accuracy, relevance, and alignment with institutional goals.
* Require that all public information be approved by designated personnel (e.g., Communications or Marketing Department) prior to release.
* Ensure information on policies, programs, events, and other key areas is reviewed regularly to maintain accuracy and relevance.

## 4.2 Information Consistency and Quality Control

* Use consistent language, tone, and branding across all public information channels, including the university website, social media, brochures, and newsletters.
* Implement quality control measures, such as proofreading, fact-checking, and peer reviews, to maintain high standards for all published content.
* Ensure that all public information is updated regularly and aligns with any recent changes in university policies, programs, or offerings.

## 4.3 Accessibility and Inclusivity

* Ensure that all public information is accessible to individuals with disabilities, adhering to web accessibility standards and offering alternative formats where necessary.
* Use inclusive language and imagery that respects the diverse backgrounds and perspectives of the university community.
* Provide translations or culturally adapted content when relevant, to reach a broader audience and enhance inclusivity.

## 4.4 Transparency and Responsiveness

* Maintain transparency in all public information, particularly related to policies, admissions, tuition, and program details.
* Establish clear channels for the public to request additional information, provide feedback, or report inaccuracies.
* Respond promptly to inquiries from the public, ensuring consistent and clear communication.

## 4.5 Compliance and Risk Management

* Ensure that public information adheres to applicable legal and regulatory standards, such as copyright laws, privacy laws, and advertising regulations.
* Monitor and manage reputational risks by ensuring that all information is factual, non-misleading, and appropriately represents the university’s values.
* Develop a protocol for issuing corrections or retractions when errors are identified in publicly released information.

# 5. Responsibilities

* **Communications and Marketing Department** oversees the creation, review, and dissemination of public information, ensuring compliance with this policy.
* **Faculty and Administrative Departments** contribute to the development of accurate and updated information for their respective areas, coordinating with communications staff.
* **Quality Assurance Office** monitors adherence to the policy, reviews public information processes, and conducts regular audits for compliance.
* **All University Staff** are responsible for providing accurate information and reporting any discrepancies or updates relevant to public communications.

# 6. Monitoring and Evaluation

* **Regular Content Audits:** Conduct routine audits of all public-facing information to ensure its accuracy, consistency, and alignment with current university policies.
* **Feedback Mechanisms:** Collect feedback from stakeholders and the public to identify areas of improvement in public communications.
* **Continuous Improvement:** Use audit results and feedback to continuously refine public information practices, enhancing clarity, accuracy, and accessibility.

# 7. Policy Review and Revision

This policy will be reviewed every three years or as necessary to reflect changing regulations, technological advancements, or institutional priorities.