

8. External Relations

Introduction

This section covers information relating to the institution's relationship with its external environment. These include the formal reports the institution is required to provide to its funding bodies, arrangements with other institutions, how it manages its relationship with the local community and how it retains contact with its former staff and students.

By virtue of its nature most institutions will probably find that the majority of these classes are already made available to the public in some means. Members of the public are also likely to find the same or related information is available from the external partners with which the institution has links.

Class	Description	Manner
8.2 Fundraising (Optional)	<p>Information included within this class relates to the activities undertaken by the institution to raise additional revenue to that provided by its main funding bodies.</p> <p>An example of the type of information in this class is:</p> <ul style="list-style-type: none"> • Promotional material relating to institutional fundraising objectives including plans, prospectus etc, where their release would not damage the commercial interests of the institution 	Sixth Form College Association
8.3 Government and Regulator relations	<p>This class relates to the information that the institution is legally obliged to make available to its funding and/or monitoring bodies. Such material may provide information as to how well the institution is performing.</p> <p>Examples of the type of information in this class include:</p> <ul style="list-style-type: none"> • Reports/returns to funding councils, inspectorates, standards bodies, research councils, professional bodies, government departments etc • OFSTED Inspections (for FE), Teaching Quality Assessment and Research Assessment Exercise Policies (see also Teaching and Learning) 	<p>Returns to LSC</p> <p>OFSTED Inspection report</p>
8.4 Marketing and recruitment	<p>This class should include publications relating to student recruitment (UK and International), including the college prospectus. It will also include information related to the learning experience. There will be some overlap with Student Administration and Support.</p> <p>Examples of the type of information in this class include:</p> <ul style="list-style-type: none"> • Prospectus • Open days • Entry requirements • Widening participation 	<p>Prospectus</p> <p>Open evenings brochure</p> <p>Prospectus</p> <p>See 6.1</p>

8.5 Public relations	<p>This class should contain information that is created specifically by the institution to help publicise its facilities and activities. The majority of such information will have been created for prospective and current students, but may still be of considerable interest to those wishing to know more about what the institution has to offer and the activities of its students and staff.</p> <p>Examples of the type of information in this class include:</p> <ul style="list-style-type: none"> • Press releases • Prospectus • Course brochures • Newsletters and magazines • Current information provided to an enrolled student (ie contents of the 'welcome pack') 	<p>Prospectus Subject information sheets Newsletter Induction pack</p>
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