



 Universidad Europea CANARIAS	PROCEDURES MANUAL	Page 1 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05


PGC 2.1 PUBLIC INFORMATION

MODIFICATIONS COMPARED TO THE PREVIOUS VERSION		
EDITION	DATE	REASON FOR CHANGE
01	12/02/2013	Initial version
02	14/09/2015	Updating the procedure
03	26/08/2021	Updating of the procedure and its Degree. Change of name from SGIC to SAIC
04	27/04/2022	New Royal Decree update
05	20/09/2023	Complete revision of the SAIC in content and form. The procedure is renumbered and renamed (until now PGC15 Public Information). The Communication Plan is incorporated.
Elaborated:  Director of Quality Date: 20/09/2023	Reviewed:  Vice-Rector, Faculty and Research Date: 20/09/2023	Approved:  Rector Date: 20/09/2023

 Universidad Europea CANARIAS	PROCEDURES MANUAL	Page 2 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

INDEX

1. OBJECT	3
2. SCOPE	3
3. RELATED DOCUMENTATION/APPLICABLE REGULATIONS	3
4. DEFINITIONS	3
5. DEVELOPMENT OF THE PROCESS	4
6. COMMUNICATION	6
6.1 COMMUNICATION PLAN	6
7. INDICATORS	8
8. RESPONSIBILITIES	8
9. MONITORING AND MEASUREMENT	9
10. RECORDS	9
11. ANNEXES	9

 Universidad Europea CANARIAS	PROCEDURES MANUAL	Page 3 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

1. **OBJECT**

The purpose of this procedure is to guarantee the correct provision of information to users regarding the Degrees taught at the Universidad Europea de Canarias (hereinafter the University) through its website, ensuring the veracity of the data and that it contains all the information required by current regulations.

2. **SCOPE**


The scope of this procedure is to provide information about the University's Degrees that is relevant to the information needs and expectations of academic, research, institutional, service, etc. stakeholders.

3. **RELATED DOCUMENTATION/APPLICABLE REGULATIONS**

- ✓ Documentation of the Internal Quality Assurance System.
- ✓ Document 02 AUDIT International Model: Criteria and guidelines for the definition and documentation of Internal Quality Assurance Systems in Higher Education.
- ✓ Organic Law 2/2023 of 22 March on the University System.
- ✓ Verified Memories or corresponding Degrees.
- ✓ Mission and Vision of the Universidad Europea de Canarias.
- ✓ Internal regulations of the Universidad Europea de Canarias concerning Student Admission and Enrolment.
- ✓ Organic Law 3/2018 of 5 December on the Protection of Personal Data and Guarantee of Digital Rights
- ✓ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation).
- ✓ Royal Decree 822/2021, of 28 September, which establishes the organisation of university education and the procedure for quality assurance.

4. **DEFINITIONS**

- ✓ **CGC:** Quality Assurance Committee
- ✓ **SAIC:** System of Internal Quality Assurance
- ✓ **TIC/ICTs:** Information and Communication Technologies
- ✓ **UCCA:** Academic Quality Assurance and Compliance Team
- ✓ **UEC:** Universidad Europea de Canarias

	PROCEDURES MANUAL	Page 4 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

5. DEVELOPMENT OF THE PROCESS

The University keeps updated information on the Degrees offered on the website, where they can be consulted by the different interest groups.

The information on the Degrees appearing on the website will be defined by the Centre in collaboration with the Marketing Department and the Quality Assurance Team.

For the publication of the information of each Degree, there are two information templates that collect, on the one hand, the information identified by the Marketing Department and the Centres and, on the other hand, the information necessary to comply with the regulations and Quality Agency, respectively, established by the Quality Assurance Team.

In both cases, the Centre is responsible for reviewing, updating and validating the Contents of each of them.

The Marketing Department identifies the relevant information targeted at potential students, configures the file for each Degree and forwards it to the Centre for any necessary modifications to give final approval.


The Marketing Department updates the Degree files annually and generates the files for the new Degrees to be launched the following year. This updating process is carried out as often as necessary to meet the needs of the Degrees.

Web managers keep a list of all product templates to be published in a repository.

At the same time, the Academic Quality and Compliance Unit establishes the criteria required by current legislation and by the Assessment Agency for the publication of the necessary information in relation to its academic offer and other relevant activities in relation to the Degrees.

This information is identified in the Framework Document: Assessment for the accreditation renewal of official Bachelor's and Master's Degrees of the ACREDITA Programme, in particular:

- Information about the centre:
 - Organisation
 - Policy
 - Strategy
 - Internal Quality Assurance System in place
- Information on the programmes offered:
 - Graduate Degree titles
 - Access routes and entry profile
 - Eligibility criteria
 - Criteria for credit recognition
 - Syllabus structure
 - Subject course guides
 - Language requirements
 - Mobility offer
 - Number of places offered
 - Mode of delivery
 - Qualifications and performance information
 - Timetable (class timetables and Assessment dates)
 - Information on academic staff.
 - Information on infrastructure/facilities.

 Universidad Europea CANARIAS	PROCEDURES MANUAL	Page 5 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

- Information on the centre's management services.
 - Information on student counselling services.
 - Information on Complementary services offered.
- Access to the complaints, claims and suggestions mailbox.
- Information on results:
 - Information on academic results
 - Labour market outcomes
 - Stakeholder satisfaction
- Results of the processes of:
 - Verification
 - Follow-up
 - Accreditation Renewal
- Link to the RUCT where the Degree information appears.

The faculty, through the degree programme managers, fills in the templates with the information to be published on the website and, where appropriate, reviews the information relating to the Internal Quality Assurance System of the degrees.

As an additional element to the information offered on the Web, other communication or dissemination channels are used, in paper or electronic format, such as official bulletins, e-mail, news, internal communications, etc., which also offer information on the academic offer and the centres to which they belong, as well as any information of interest on the relevant Degrees, Centre, University or Quality System.

These communication channels are included in the Centre's Communication Plan developed in the Technical Instruction annexed to this procedure IT 01 University Communication Plan, and with those responsible for the specific interest group fields, such as students, Alumni and employers.


Stakeholders participate in different meetings, where relevant information about the Degrees, Centres or University is shared, allowing their active participation in decision-making.

- Degree Quality Committee, Centre Quality Committee, Quality Assurance Committee; mechanisms developed in PGC 12.2 Measurement, Accountability, Analysis and Improvement.
- School Board, Department Meetings, Teaching Staff Meetings, mechanisms developed in the PGC 4.2 Development of the Training Offer.
- Students' Representative Council, mechanism through which complaints and suggestions are raised in PGC 9.1 Student Affairs.

The Quality Assurance and Academic Compliance Team send the templates to be filled in to the faculties and schools. At the end of the year, in December, the Faculties and Schools, through the Faculty or School Director/Coordinator or Degree Director, send the completed templates with the information to be published on the website, both the quality template and the product template.

The person responsible for web product (marketing) publishes in January-February the information on the website with the offer for the following year.

Throughout the year, in the event that inaccuracies are found on the website or that a specific update is required, these will be corrected. The Degree Coordinator/Programme Director will be responsible for reviewing and updating the information in accordance with the regulator's standards.

	PROCEDURES MANUAL	Page 6 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

The Quality Assurance Team and Academic Compliance or Faculty or Field Director will send by email to the product manager of their Field a notice with the correction to be made and they will be copied respectively.

SPECIFICITIES PER CENTRE

School of Architecture

NA

School of Health Sciences

NA

School of Social Sciences

NA

6. COMMUNICATION

The Centre, as the ultimate responsible body, is accountable to the Assessment Agency for the regular and reliable publication of all information concerning the qualifications and the Centre. It also ensures that it is up-to-date and accessible to all stakeholders.


The participation of stakeholders in the publication of information on the University's academic offer, services and quality systems is guaranteed through their representation in the bodies involved (CCT, CCC, CGC, Students' Representative Council, Department Meetings, Teaching Staff) and the possibility for any individual to communicate incidents or formulate complaints and suggestions through the procedure described in PGC 9.1 Student Affairs. Management of Suggestions, Complaints, Claims and Acknowledgements.

6.1 COMMUNICATION PLAN

Contents of the Communication:


The Contents disseminated through the Communication Plan are based on the objectives of the University's Quality Policy, as well as on the information obtained and analysed according to the SAIC established for the Centre.

- Quality policy and quality objectives
- Review and improvement of teaching (main improvement actions)
- Teaching and learning process outcomes (CEAT)
- Satisfaction Survey Results
- Results of quality system processes (monitoring, re-accreditation, certifications and accreditations)
- Dissemination of information on the Degrees and other related activities carried out by the centre (conferences, Seminars, meetings, etc.).

	PROCEDURES MANUAL	Page 7 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

Communication channels with stakeholders:

- Teaching and Research Staff (PDI)
 - Communiqués (e-mail)
 - Intranet
 - Regular newsletter
 - Screens
 - Web
 - SSR
 - Meetings at different levels:
 - TownHall
 - Teaching staff
 - Department meetings
 - Information through decision-makers
 - Physical media (vinyls on doors, etc.)
- Employees:
 - Communiqués (e-mail)
 - Intranet
 - Newsletter One
 - Screens
 - Web
 - RR.SS.
 - Meetings:
 - TownHall
 - Meetings with Manager & Senior Manager
 - Department meetings
 - Information through decision-makers
 - Physical media (vinyls on doors, etc.)
- Students:
 - Press releases
 - Student Portal
 - Banner
 - Alerts
 - Pop ups
 - CF
 - Agenda and news (replica of the website)
 - Online Virtual Campus
 - App (portal baby)
 - Regular newsletter
 - Screens
 - RR.SS.
 - Meetings:
 - Delegates
 - Information through teachers
 - Physical media (vinyls on doors, etc.)
- Alumni:
 - Alumni Web

 Universidad Europea CANARIAS	PROCEDURES MANUAL	Page 8 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

- o RR.SS.
- Employer collective:
 - o Communiqués (e-mail)
 - o Web
 - o PR.
- Society at large:
 - o Web
 - o PR.
 - o Press

7. **INDICATORS**

PGC2.1-IND01 Public information assessment of accreditation renewal and follow-up reports.
PGC2.1-IND02 Public information assessment of regular monitoring reports.

8. **RESPONSIBILITIES**

- Process owner: Marketing Department and Academic Quality Assurance Team.

- Participants in the process:

■ Academic Coordinator/ Degree Coordinators:

- ✓ Check that programme information on the website is relevant, pertinent and up to date, according to the regulator's standards.
- ✓ Request a Marketing at publication of the information on the relevant Degrees.


Provide information to Marketing when requested for publication on the website.

■ Quality Assurance and Academic Compliance Team:

- ✓ Initiate the process of reviewing/updating the quality fiche
- ✓ Collect information on the performance of SAIC processes, stakeholder satisfaction and results achieved in meeting objectives.
- ✓ Ensure that reliable and complete information reaches stakeholders.
- ✓ Periodically review the degree to which the information published is up to date.

■ Marketing Department:

- ✓ Start the process of revising/updating the Marketing file, which includes all the sections to highlight the academic offer of each Degree.
- ✓ Update the web-based Graduate qualifications according to the information provided in the marketing cards.
- ✓ Store the different versions of each record for the correct tracking of edits.

 Universidad Europea CANARIAS	PROCEDURES MANUAL	Page 9 of 9
	PGC 2.1 PUBLIC INFORMATION	EDITION 05

9. MONITORING AND MEASUREMENT

This procedure is monitored by the Marketing Department, the Academic Quality Assurance Team and the Faculties/Schools, which jointly review the content of the templates and the content of the website to assess their suitability and, if necessary, make the appropriate proposals for modification.

10. RECORDS

RECORDS			
REGISTRATION NAME	WHO ARCHIVES	SUPPORT	CONSERVATION TIME
Web form with Quality information filled in by Graduate Degree	Quality Assurance and Compliance	Digital	Academic year
Graduate Degree (product) information web page	Marketing Department	Digital	Academic year

11. ANNEXES

Not applicable