

Code of Practice for Programme Accreditation (COPPA)

-Guidelines on Criteria and Standards for Programme Accreditation

- **Standard 1.1 Statement of Programme Aims, Objectives and Learning Outcomes**
- **Standard 2.4 Management of the Programme**

Code of Practice for Institutional Audit (COPIA)

-Guidelines on Criteria and Standards for Higher Education Providers

- **Standard 2.3 Management of Programme**

INTRODUCTION

This advisory is issued pursuant to Standard 1.1.1 and 2.4.1 in COPPA and Standard 2.3.1 in COPIA and more specific programme standards. These standards at the institutional level require that students are provided with current information about the programme, courses, credits, pedagogy and etc. In practice, the HEPs communication with the students start with prospective students. Brochures, websites and media advertisements carry information about the programme and the achievements of the graduates. These statements relate to unique design and pedagogy, high employment prospects of graduates, high income and admission to prestigious institutions.

ISSUE

A casual review of promotional materials appearing in the media shows that data source or dates are not indicated for accuracy understanding of the information. Data without a date is not a good practice nor is using less current information.

RESPONSIBILITY OF HEP

HEPs are required to act ethically by providing **accurate, current and verifiable information**. Promotional materials must contain words and data which are verifiable. HEPs which, among other things, promise to inculcate ethics and professionalism in their graduates, must adhere to and display exemplary behaviour in the use of data for programme promotion.

IMPACT ON QUALITY ASSURANCE

MQA panels conducting audits of programmes for accreditation can inquire into the accuracy, currency and also robustness of the information contained in promotional materials pertaining to the programme in focus. Where the HEP is unable to substantiate the claims, this matter will be raised in the accreditation report as it relates to communication with enrolled and prospective students about the programme. It is MQA's hope that all HEPs will appreciate the need for truthful information about programmes in all promotional materials provided to enrolled and prospective students.