



High quality English  
language courses  
*you can trust...*

## Nailing the publicity criteria

*English UK Marketing Conference  
February 2019*



IN PARTNERSHIP WITH  
ENGLISH UK 



# How does the Accreditation Scheme work?

## Five sections

- Management
- Premises and resources
- Teaching and learning
- Welfare and student services
- Safeguarding under 18s

# How does the Accreditation Scheme work?

## Each section is divided into areas

- Management
  - Strategic and quality management
  - Staff management and development
  - Student administration
  - Publicity

# How does the Accreditation Scheme work?

## Within each area there are criteria

- Met
- Not met
- Strength  
(most but not all criteria can be awarded a strength)

## Why are we telling / reminding you of this?

### After each inspection a report is published

- (continued) accreditation
- accreditation under review
- accreditation withdrawn

## **Why are we telling / reminding you of this?**

The majority of reports recommend continued accreditation

**So how can your organisation stand out?**

## Standing out

Reports also identify areas (e.g Publicity) as

*an area of strength*

or

*an area which is in need of improvement*

## What makes publicity an area of strength?

M22 All publicity and information is accurate, and gives rise to realistic expectations about the premises, location, and the extent and availability of the services and resources.

M23 All publicity and information about the provider and the services it offers is in clear, accurate and accessible English.

M24 Publicity gives clear, accurate and easy-to-find information on the courses.

**M25 Publicity includes clear, accurate and easy-to-find information on costs.**

M26 Publicity or other information made available before enrolment gives an accurate description of the level of care and support given to any students under 18.

M27 Publicity gives an accurate description of any accommodation offered.

**M28 Descriptions of staff qualifications are accurate.**

**M29 Claims to accreditation are in line with Scheme requirements.**



## What makes publicity an area of strength?

- No 'not mets'
- Three criteria marked as 'strength'
- NB The three criteria printed in red on the previous slide cannot be awarded a strength

## **What makes publicity a need for improvement?**

**Three out of the eight criteria marked as 'not met'**

## So how are providers doing??

In 2018 inspections, of the 15 possible areas graded in a report

Publicity was:

- the lowest-ranked in terms of the number graded *area of strength*
- the highest-ranked in terms of the number graded *need for improvement*

## So what's going wrong??

- *Lack of interest in the criteria?*
- *Lack of awareness of the criteria?*
- *Lack of understanding of what is meant by the criteria?*

# Criteria, requirements and guidance

## **Publicity**

(Area of strength requires three strengths, no not mets)

**M22 All publicity and information is accurate, and gives rise to realistic expectations about the premises, location, and the extent and availability of the services and resources.**

## **Requirements**

As criterion.

**M22 All publicity and information is accurate, and gives rise to realistic expectations about the premises, location, and the extent and availability of the services and resources.**

**Nothing misleading;** no misrepresentation of location, premises, nationality mix, resources, facilities etc in descriptions or photos (also videos).  
**Photos of locations captioned** or, if not captioned, no possibility of misleading potential students.

**No 'phantom courses'** making provision look more extensive.

**Also applies to social media** managed by the provider.

**Accurate** includes changing website if a summer course no longer running, or change of age, with existing bookings informed and allowed to withdraw without penalty.

**Services** includes any leisure programme.

**M22 All publicity and information is accurate, and gives rise to realistic expectations about the premises, location, and the extent and availability of the services and resources.**

*Examples of good practice*

Very clear descriptions and pictures of main features of provision, which are fully representative of the student experience.

Testimonials/student videos identified and can be produced at inspection with evidence that permission was given for use.

Actual leisure programme is on website, policy on cancellations or changes.

Provider monitors agent-produced materials and social media to address any misrepresentation.

## Publicity M24

**Publicity gives accurate and easy-to-find information.**

*Requirements (partial)*

- Times of classes; any private study periods
- Total number of taught hours per week
- Course dates and any non-teaching days within the course
- Minimum enrolment age and, where courses enrol only under 18s, maximum enrolment age
- Maximum class size.



## Publicity M24

General English courses comprise 20 lessons per week.

Classes are held in the morning (09.30–12.45) or afternoon (13.30–16.45).

Enrolment possible on any Monday.

The school is closed on bank holidays.

Minimum enrolment age is 16.

Maximum class size is 12.

\*A lesson = 45 minutes

### M24

- Times of classes; any private study periods
- Total number of taught hours per week
- Course dates and any non-teaching days within the course
- Minimum enrolment age and, where courses enrol only under 18s, maximum enrolment age
- Maximum class size.

## Conclusions:

### To do well in the area of publicity

1. Familiarise yourself thoroughly with the *Criteria, Requirements and Guidance*  
<https://www.britishcouncil.org/education/accreditation/information-centres>
2. Remember that in the criteria, every word counts.
3. Review your website regularly to check that it is still up to date in terms of changes and developments in your provision – and in the Scheme (e.g. logo).
4. Check the language of your publicity with your academic team to ensure it is as simple and clear as possible.

# The Scheme marque

Accredited by the



for the teaching  
of English in the UK

Any questions?

[www.britishcouncil.org/education/accreditation](http://www.britishcouncil.org/education/accreditation)

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