Guidance on Publicity Material Involving Collaborative Arrangements with York St John University

In the case of York St John University (YSJU), the University must exercise vigilance and accountability for all YSJU awards offered through collaborative partnerships. It is accountable that all references to the University made in the context of promotional material relating to a collaborative arrangement are accurate and acceptable to the University. YSJU is also subject to the requirements of UK legislation on misleading advertising as set out in the Trades Description Act.

The following is an accurate description of the relationship between YSJU and its collaborative partners and may be used in publicity and promotional material.

1. Delivering programmes leading to an award of York St John University.

No mention of YSJU or use of its logo may be used by a third party without the University’s permission. For this reason any material produced by a collaborative partner that refers to YSJU must be sent to YSJU for clearance at least one month (4 UK working weeks) in advance of anticipated publication.

The academic provision offered under a partnership arrangement or recognised for entry purposes or entry with prior credit, must be described accurately in terms which reflect the signed partnership agreement.

YSJU’s name should not be attached by implication to arrangements to which it is not party in any promotional material mentioning higher education providers other than the relevant collaborative partner and YSJU.

Publicity material and promotional activities should represent accurately

1. the agreed entry standards which are set out in the partnership agreement;
2. the nature of the academic experience, regulatory framework and progressional requirements exercised at YSJU;
3. recognition of awards made by YSJU by public authorities in the UK. Where the question of recognition of an award by a country other than the UK is concerned, prospective students must be alerted to the limitations of control of this situation by YSJU.

Publicity material should not misrepresent the status of YSJU staff or the staff of a collaborative partner organisation in respect of YSJU.

It is the responsibility of partner organisations to ensure that verbal information given to prospective students in connection with entry to an approved programme is in accordance with arrangements as expressed in the partnership agreement.

# Submission and Approval of Proposed Publicity Material

YSJU requires proposed publicity material using its name and logoto be submitted to the Director of Marketing & Communications at YSJU for clearance at least 4 UK working weeks in advance of proposed publication. This may be done via the collaborative partner’s YSJU contact.

If publicity material is in a language other than English, the collaborative partner should supply an accompanying English translation.

The Director of Marketing & Communications will confirm the acceptability of the proposed publication. A response will be supplied within the four working weeks specified.