
National Academy of Professional Studies (NAPS)

Marketing and Communications Policy

Related Documents	022 Marketing Strategy HR010 Information Technology (IT) Access Policy SS015 Student Selection and Admissions Policy and Procedure 023 Education Agents Policy P007 Website Content Policy P008 Spam Act compliance Policy 021G NAPS Style Guide P007 Privacy Policy HR028 Employee Handbook SS007 Staff Orientation Policy 011 Quality Assurance Framework P002 Risk Management Policy and Framework 003 Strategic Plan A011 Bachelor of Business (Accounting) Course Proposal 013 Voluntary Code of Best Practice for NAPS Governance
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1. Policy Rationale

The purpose of the Marketing and Communications Policy is to ensure that all NAPS' marketing and communication activities uphold NAPS' principles, values and targets as identified by the NAPS Strategic Plan and expressed by consistently applying the NAPS Brand. This includes meeting the requirements of the National Higher Education Standards 2015 and other relevant legislation in recruitment, communication and marketing activities.

A key strategic target is for NAPS' Marketing and Communications activities to meet NAPS' recruitment goals. This policy aims to ensure that as NAPS does so, all our activities apply NAPS' key values so therefore align with our Vision and Mission. This involves helping any NAPS staff involved in marketing and communication activities to be equipped with the knowledge, skills and materials to ensure that they are meeting these expectations and applying the NAPS Brand.

To equip NAPS staff to do so, the NAPS' founding team has developed two key resources: 1) the values underpinning the NAPS marketing philosophy have been expressed through the NAPS Marketing 'PAIR' Pillars – professionalism, accuracy, integrity and relationship, see The NAPS PAIR Philosophy -Office Poster in Appendix 1; and 2) the NAPS' branding elements are documented in the NAPS Style Guide.

As the National Academy of Professional Studies, maintaining professionalism is a key value for NAPS, hence our tagline 'Professionalism in Action'. NAPS aims to live up to our goal of being 'professional' in several ways: by both providing an efficient, high-quality educational and administration experience; through ensuring our courses are practical and employment-focused; and by building good relationships with related industries. NAPS' professionalism, starting with offering high quality business courses, will help to attract both international and domestic students.

The NAPS Marketing and Communications team will also be responsible for ensuring that all our public information meets the PAIR values and so upholds the integrity and reputation of both our institution and the fast-growing appeal of Australian higher education globally.

Our professional, relational marketing and communication activities, implemented with accuracy and integrity, will form a strong foundation for the long-term financial viability and educational quality of NAPS and its programs. It will play an integral role in fostering and developing a vibrant intellectual environment at NAPS, where international and domestic students can thrive during their educational experience, build lasting networks and leave well-equipped for their future careers.

2. Overview and Application

This policy applies to all NAPS' staff, including all management, academic, general, casual and sessional staff, whenever they are involved in forming relationships or sharing information with potential future students and their influencers. As well as students and their parents, this includes potential employers, government departments, peak bodies and online and traditional media. Therefore, this policy is particularly relevant to any staff involved with producing and publishing information about any aspect of NAPS. It also relates to the handling of any issues which can impact on NAPS' internal and external reputation, therefore impacting our brand.

This policy covers all forms of marketing, communication and public relations. Therefore, as well as all recruitment/marketing activities, it also covers Corporate Communication, Publications and Media, including digital/social media marketing.

This Policy works in conjunction with the NAPS Marketing Strategy, the NAPS Information Technology (IT) Access Policy, the NAPS Website Content Policy and the NAPS Spam Policy.

3. Definitions

The following definitions apply to this policy:

Brand – our recognisable, consistent, guarantee of quality to our market. It is displayed through consistent use of brand elements: our name, logo, design, voice and typography. A Brand is more than what identifies one seller's good or service as distinct from those of other sellers. As per the International Organization for Standardization, a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values." ¹

Communication is the way that people connect; that is exchange (encode-decode) information, news, ideas and feelings but also create and share meaning. In business, communication is a key function of management--an organisation cannot operate without communication between levels, employees and stakeholders.² In marketing, communication aims to build the brand and increase market share through developing relationships and enabling informed decision making which encourages using and endorsing the company's products or services.

Digital/Social media marketing includes all types of content production for internal or external networking platforms including, but not limited to, posts in learning platforms, online newsletters, social media, websites and blogs.

Marketing is the management process through which goods and services move from concept to the customer. It includes the coordination of four elements: product development, price, distribution channel and a promotional strategy.³ NAPS recognises the key role building and maintaining a brand holds in this process.

Marketing Collateral is any materials developed to publicly share, support and reinforce our brand or distribute our messages and campaigns, such as sales kits, presentation charts, news releases, bulk distribution emails, booklets, trade show exhibits, point-of-purchase displays and annual reports.⁴

¹ ^ American Marketing Association, *AMA Dictionary* and the International Organization for Standardization, *Brand Evaluation — Principles and Fundamentals*. As quoted in the *Common Language Marketing Dictionary* <https://marketing-dictionary.org/b/brand/>

²What is communication? definition and meaning - BusinessDictionary" <http://www.businessdictionary.com/definition/communication.html>. Accessed 20 May. 2018.

³ "marketing definition for business" - BusinessDictionary.com. <http://www.businessdictionary.com/definition/marketing.html>. Accessed 20 May. 2018."

⁴ "Marketing Collateral Definition | Go BIG Dictionary | Invstor.com." <http://www.invstor.com/information/go-big-dictionary/marketing-collateral-definition>. Accessed 5 Jul. 2018.

Marketing Pillars – in general usage, a pillar is a tall vertical structure used as a support for a building, but this term has developed as that which is regarded as reliably providing essential support for something.⁵ The NAPS Marketing Pillars remind NAPS staff of the values that need to be applied as we work together in our marketing, recruitment and communications activities. They are professionalism, accuracy, integrity and relationship (PAIR).

Media is the communication channels through which news, entertainment, education, data, or promotional messages are disseminated and includes digital media. Media includes every broadcasting and narrowcasting medium such as newspapers, TV, radio, billboards, direct mail, telephone and the internet.⁶

Public Relations is the practice of creating and maintaining the goodwill of an organisation's various publics (customers, employees, investors, suppliers, etc), usually through media publicity, online storytelling and other non-paid forms of communication. It also includes charitable gifts and sponsorships.⁷

Publication is the printing and distribution of information which is publicly available and represents NAPS, its programs, activities or interests, on all platforms including digital or in physical print form.

Social Media is primarily internet or mobile phone-based applications and tools to share information among people. Social media includes bookmarking sites like Reddit and popular **Social networking sites** (SNS) which are websites to share information, such as Facebook and Twitter. It involves blogging and forums and any aspect of an interactive presence which allows individuals the ability to engage in conversations with one another, often as a discussion over a particular blog post, news article, or event. [8]

SPAM is an unsolicited message sent over the Internet, typically the same message sent to a large number of users, usually for promotional purposes, but can also be used for phishing or spreading malware.

Quality assurance means the management and organisational processes in place for checking that the standards and quality of higher education provision by NAPS meet higher education sector requirements and norms. The elements of such a framework and accompanying processes provide NAPS and its stakeholders with evidence and confidence that NAPS will continue to improve and achieve its goals.

4. The NAPS Marketing Philosophy - PAIR

The NAPS 'PAIR' Marketing Pillars were developed to help NAPS' staff meet the requirements and expectations of the NAPS marketing philosophy, which forms the basis of the NAPS Brand. Being able to apply the values expressed in these pillars is integral to ensuring the security of the NAPS brand and reputation. The PAIR pillars were developed by applying NAPS' mission, its values of accuracy, integrity and consistency, and its overall educational identity, to the communication and marketing process.

The NAPS Marketing Pillars are:

⁵Oxford Living Dictionaries. <https://en.oxforddictionaries.com/definition/pillar>

⁶ "media definition for business - Business Dictionary."

<http://www.businessdictionary.com/definition/media.html>. Accessed 20 May. 2019.

⁷ "public relations definition for business - Business Dictionary."

<http://www.businessdictionary.com/definition/public-relations.html>. Accessed 20 May. 2019.

- Professionalism,
- Accuracy,
- Integrity, and
- Relationship.

The acronym 'PAIR' also helps to emphasise the importance of teamwork and relationship at NAPS, reminding our staff that our success relies on our effective partnership between each other, our students and our key stakeholders. (See The NAPS PAIR Philosophy -Office Poster, Appendix 1).

To ensure the pillars of **accuracy** and **integrity** are maintained whilst building positive **relationships**, NAPS' marketing messages will be checked to ensure they are factually correct, relevant, considerate of our audiences' needs and provided in a timely manner. All marketing will be conducted in a **professional** manner, so our tone is friendly, yet respectful, and our commitments met on time.

For example, valuing 'relationship' as part of the communication process reminds the communicator to consider the needs and situation of the listener. This encourages a two-way process that improves the overall quality of both the message and the materials and builds long-term good-will for the organisation. Specifically, a sign of valuing 'relationship' is replying promptly to media inquiries in consideration of the journalist's deadline, as well as being professional by being accurate and to the point. Online communications need to be useful, clear and timed to be sent out when required by the listeners, rather than used to bombard our key audience only to show management that we are trying to build profile.

5. The NAPS Brand

As per the NAPS Strategic Plan, a fundamental marketing objective of NAPS is to build a professional, highly reputable Brand for our programs. A strong Brand helps to build and maintain good relationships with current and potential students, employers and other key stakeholders, because it showcases a good reputation, attracts quality staff and builds loyalty. This translates into economic security and growth in the long-term.

The Marketing and Communication Director (MCD) is the Brand Steward for NAPS, so is responsible for defining, applying, protecting and developing the NAPS Brand. Our Brand not only differentiates us from the competition, but is our promise of consistent quality and an expression of our character.

As per the NAPS Mission Statement, the NAPS Brand Promise is to provide an education that is high-quality, professional, student-centred and valued by employers both in Australia and globally.

Keeping that promise in the delivery of that experience throughout NAPS is vital, but by applying NAPS Brand elements and values consistently, it helps to showcase that we are doing so.

Applying the Brand will also help to ensure that all marketing and communications materials meet the needs of our key audience, which is potential students and their influencers. These influencers include existing students and staff, parents and teachers of potential students, and potential employers.

The NAPS MCD is responsible for equipping all NAPS' staff and representatives, such as Education Agents, to present all NAPS information according to the NAPS Brand, that is in a way that consistently maintains

not only our 'look' but our values and commitments. To help meet these goals, two key resources have been developed: 021G NAPS Style Guide documenting the elements and application of the Brand to anyone designing or writing NAPS materials; and the NAPS PAIR Pillars which express the NAPS Brand Values to staff, as discussed in section 4.

The MCD will arrange staff training to help ensure compliance as part of the Staff orientation process.

NAPS Style Guide

The elements of the NAPS' brand, which are logo usage, design, voice and typography, are outlined in the 021G The NAPS Style Guide. It also includes templates for key sets of documents such as policies and forms.

Logo Usage

The use of the logo by NAPS staff or representatives is our official 'signature' and depicts NAPS Executive approval of their comments or activity, therefore requires approval.

The approved NAPS logo and accurate nomenclature (naming) as per the NAPS Style Guide, needs to be used on our website, in marketing and promotional materials and any documents that represent NAPS.

It is to be used on official letters, reports and meeting minutes and in our email footer. For example, a conference summary report contributed to the Board of Directors and Council by a staff member representing NAPS should include the logo, however one contributed by someone attending independently and containing their independent opinions, should not. On social media such as Twitter or LinkedIn. Staff can refer to their place of employment, but not use the logo.

The logo can only be used in a new context for marketing by NAPS staff after permission from the NAPS MCD.

Third party users cannot use the logo without the permission of the NAPS President and CEO. NAPS will not use third party logos in its promotional material without the permission of the third party and will request the same respect for our logo from other parties.

6. NAPS Marketing Strategy

How NAPS will meet the needs of its key audience, build effective two-way relationships and feed this into recruitment results, is detailed in the NAPS Marketing Strategy which develops the principles in this policy into a practical plan. It explains more specifically how NAPS will meet the marketing and recruitment goals established by the NAPS Strategic Plan. The activities selected uphold the underlying principles and requirements of the NAPS Marketing and Communication Policy and define what is possible within NAPS resourcing and budgeting allocations. The MCD is responsible for developing and updating this three-year strategy, in conjunction with the Executive, and also for its implementation. The Strategy is commercial-in-confidence, but can be requested from the MCD.

7. Target Markets – International and Domestic Students

NAPS' business programs of study are innovative, academically rigorous and responsive to target market needs. Practical skills and values are infused throughout the curriculum. The Courses have been designed to meet the needs of today's globalised world, where there is an increasing demand for professionals with expertise across multiple areas and cross-cultural understanding and skills.

The NAPS Bachelor of Business (Accounting) and NAPS Bachelor of Business (Islamic Business) will be open to both domestic and international students. The international market is being targeted first as it has the greater potential. Foreign student numbers in Sydney jumped 50 per cent more between 2013 and 2016 than they did in the entire decade prior.

Target Nations

NAPS initial target market will be students from Indonesia, Malaysia and Nepal. We will also target the Asia Pacific, Africa and Saudi Arabia, Oman, and United Arab Emirates in the Middle East. In these fast-growing, emerging economies, there is a high demand for specialist business education from the expanding middle classes and increases in job opportunities. In the case of the Middle Eastern markets, there are also generous government sponsorships that encourage potential students to pursue appropriate international courses.

The Deloitte Access Economics' report 'Growth and Opportunity in Australian International Education'⁸ identified 29 countries as key markets for Australian higher education. For more information on the countries NAPS has chosen as target markets, see NAPS A011 Bachelor of Business (Accounting) Course proposal.

Professional Skills Instruction

NAPS also aims to attract its target markets through effective delivery of professional skills instruction. This will be realised through curriculum and teaching methods that include instructional and experiential learning, courses specifically designed to teach skills and values, and co-curricular activities.

Domestic Recruitment

NAPS marketing activities will also aim to recruit in the Australian local market, particularly through sharing the news about our innovative Islamic Business Course through Islamic high schools in Australia. There are over 2000 students in specialist Islamic schools in NSW and the ACT. Although it will be easier to attract domestic interest once NAPS qualifies for FEE-HELP, the innovative and specialist nature of this course is expected to still attract domestic students, particularly those who value the smaller classes and extra support available at NAPS or who wish to work for global firms.

⁸ Deloitte Access Economics, *Growth and opportunity in Australian International Education* (2015), 2
<https://www.austrade.gov.au/.../DAE%20EduWorld%20Austrade%20Report.pdf.aspx>

Our central location means we are easily accessible for workers in the Sydney CBD looking to upgrade their skills, so they will also be a target audience.

Businesses who may have a potential interest in dealing with Islamic markets are most likely to have staff who may be interested. We will try to reach some of these potential students through forming positive relationships with professional associations such as the Certified Practicing Accounts (CPA) and Chartered Accountants Australia and New Zealand (CAANZ), for Professional Accreditation, Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) and the Careers Advisors Association of NSW.

Diversity and Equity

The wide range of nations NAPS is targeting will help us to meet Threshold Standard 2.2 Diversity and Equity. Attracting a more diverse cohort of students will both assist in ensuring our sustainability as it will help to manage international market risks, as well as meeting our educational mission of preparing our graduates to participate in a global community for which 'Cultural IQ' is an important component.

The main way of reaching these target markets will be with carefully selected, well-managed and well-equipped Education Agents, through pro-active digital media campaigns, and other proven marketing activities – see section 9, Key Activities. NAPS will also provide two scholarships per year, which can be used to help balance gender or ethnic diversity. Domestic students from an Aboriginal or Torres Strait Islander background will have an advantage which is made clear on our website.

NAPS will also focus on meeting the needs of female students. NAPS Council decided in May 2018 to focus on policies and campaigns to help attract female international students, because this has been shown to ensure a good balance and help to maintain low attrition levels. This is because females tend to be more committed to completing their studies so are also a good influence on their peers.⁹

This plan is also a response to NAPS commitment to gender equality under the Sustainable Development Goals (SDG 5), to support equality in tertiary education as there is a significant gender gap at this level of study globally.

8. Staff Responsibilities in Marketing Related Areas

All NAPS marketing and communications materials and activities shall meet legal and ethical obligations under relevant NSW and Federal regulations and codes as outlined in this policy, particularly the requirements under the National Education Standards Framework (Threshold Standards) 2015 in the areas related to representation, information for students and information management. Materials to be used internationally shall also be checked to ensure they meet the laws in each country in which they are to be used. Therefore not all issues related to Marketing and Communication are the responsibility of the MCD. This section clarifies who is responsible for which issues.

⁹ NAPS Council Development Q/A with Professor Jim Jackson, May 16, 2018.

Marketing and Communications Director (MCD)

The Marketing and Communications Director (MCD) is the NAPS Brand Steward and is responsible for NAPS' marketing, communication and student recruitment functions, including the management of publications, marketing-related events, advertising, media relations, brand integrity and visual identity.

The MCD develops and implements the NAPS Marketing Strategy, and related guidelines and procedures based on the principles and objectives outlined in this policy, unless the policy allocates responsibility elsewhere. This includes developing and implementing an internal communication and training plan in conjunction with the Office of the President and CEO to educate and equip NAPS staff and students so that they can also adhere to this policy.

The Marketing and Communications Director reports to the President and CEO, but consults with, advises and equips the relevant Academic staff as required. He or she performs their role with the assistance of the Recruitment/Data Analytics Officer and liaises with the IT and Website Manager.

The MCD is responsible to ensure compliance with this policy and that it remains up to date. They will approve all new marketing material before it is published in hard copy or online after appropriate consultation with the relevant dean and President and CEO. However, items relating to contentious issues or new messages need to be approved by the President and CEO.

The President and CEO

As per the NAPS Quality Assurance Framework, the President and CEO is responsible for the overall management of the areas of marketing, international education and international development. This includes guiding the overall development and implementation of the NAPS' quality system, liaison with the Tertiary Education Quality and Standards Agency (TEQSA), and quality assurance, quality improvement and compliance with relevant higher education standards in those areas.

In this policy area, the President and CEO is responsible for managing relationships with any external parties. This includes corporate partnerships, peak bodies and strengthening links with other international higher education providers. The President is also the public voice of NAPS or can delegate as he or she considers appropriate for each issue.

Media policy and releases will be drafted and distributed by the MCD, but need approval from the President and CEO before distribution.

The President and CEO will be supported by the MCD through strategic planning, message and brand development and the provision of any materials required for external relationships.

Information Management and Internal Communications

The Office of the President and CEO is responsible for NAPS Information Management and Internal Communications activities, both of which also need to follow the principles in this policy and the PAIR Marketing Pillars.

This includes ensuring that:

- the NAPS information management system is secure; and
- that students are given at least one trimester notice of changes to operations including information about increases in fees and associated costs and any consequences that may affect student's choice of, or ability to participate in, an intended course(s) of study.

NAPS has taken several steps to meet HE Framework Standard Threshold 7.3, Information Management. Deans and the marketing communication team will work together to ensure the accuracy of content in brochures, on the web and in other media.

The NAPS Office of the President and CEO will maintain a repository of publicly-available current information that includes:

- its registered name and regulatory status and authority to provide courses of study to international students studying on an Australian student visa;
- contact details for all staff;
- the instrument establishing NAPS;
- the members of the governing body and senior executive;
- its financial standing;
- indicative total student enrolments;
- a high-level organisational chart including the schools in NAPS;
- its location;
- an overview of NAPS' teaching campuses, facilities, learning resources and services provided for students;
- a list of all higher education courses of study that are offered, including indicative estimated annual enrolments;
- a list of completions, alumni status and job destinations where available,
- how to lodge a complaint about NAPS, and
- copies of all publicly available marketing materials, including out-dated materials, for five years.

IT and Web Manager

In the Marketing and Communications area, the IT and Web Manager is responsible for ensuring adherence to the IT Access Policy and the Spam Act Compliance Policy. This includes its guidelines on representing NAPS in social media and provision for the use of social media platforms. The IT and Web Manager will also develop and implement digital/online marketing strategies and campaigns, internationally and domestically.

As per the NAPS Website Content Policy, the NAPS Marketing and Communications Department will assist the IT and Web Manager by:

- providing guidance on branding, suitable writing styles and imagery consistent with NAPS' mission, marketing strategy and visual identity; as outlines in the NAPS Style Guide;
- providing content as required by approved digital marketing strategies and promotion campaigns internationally and locally;
- providing copies of all media releases for posting on the website;
- providing up-to-date events information to be uploaded promptly onto the website;

- giving the IT Manager new content for the website's feature items on the staff and students home pages; and
- advising IT, external contractors, internal staff and students on NAPS style and design conventions so that they can be applied to the website.

To meet HE Framework Standard Threshold 7.3, Information Management requirements, the IT Manager will ensure that the NAPS website contains an up-to-date list of all higher education courses and information including:

- the accreditation status of each course of study including professional accreditations;
- the qualification(s) offered;
- whether the qualification is recognised in the Australian Qualifications Framework;
- confirmation of recognition of each course of study by the relevant professional body(ies) if such recognition is required for registration of graduates to practise;
- whether each course of study is authorised to be offered to international students studying on an Australian student visa, and
- the duration of each course of study.

The IT and Webs Manager will also assist the NAPS Office of the CEO to maintain information systems and records securely and confidentially, taking action as necessary to:

- maintain accurate and up-to-date records of enrolments, progression, completions and award of qualifications;
- prevent unauthorised or fraudulent access to private or sensitive information, including information where unauthorised access may compromise academic or research integrity;
- document and record responses to formal complaints, allegations of misconduct, breaches of academic or research integrity and critical incidents, and
- demonstrate compliance with the Higher Education Standards Framework.

NAPS Admissions Officer

The NAPS Admissions Officer is responsible for handling day-to-day student enquiries as per the NAPS Student Selection and Admissions Policy and Procedure. They will also check that all public materials meet the PAIR Pillars.

9. Policy Compliance

To help ensure compliance, as part of staff orientation, the MCD will ensure staff have the NAPS Style Guide, marketing procedures guidelines and a pictorial presentation of the NAPS 'PAIR' Marketing Pillars. New staff will be encouraged to refer to their Employee Handbook or to this policy and related documents on the staff website if they require more details, or to contact the MCD, as per the NAPS Staff Orientation Policy.

NAPS staff will commit to avoid posting any items or opinions detrimental to NAPS' reputation or practices on social media or in any publications as part of their Employment Contract. This is also outlined in the Employee Handbook and the IT Access Policy.

For breaches of this policy, the staff or students involved will be given remedial training. Breaches that potentially damage the NAPS' brand and relationships, including on social media, will be notified to the President and CEO who may choose to take disciplinary action.

10. Quality Control

The MCD will liaise with NAPS academic staff, student service staff, existing students and Agents as required to ensure that they have the information they need as influencers and also to help them maintain NAPS brand, high professional standards and integrity whilst developing positive relationships for NAPS.

Course Marketing

Part of maintaining NAPS' integrity is that courses or units of study that are offered or intended to be offered will not be described as accredited, whether by TEQSA or by a professional accreditation body for the purposes of registration to practice, until such accreditation has been confirmed in writing.

Where units of study are offered separately from a course of study and are represented as eligible for gaining credit towards a course of study or a qualification:

- the course(s) of study and qualification(s) for which credit may be gained are specified, and
- the terms on which credit may be granted are defined.

Risk Management

As per the NAPS Risk Management Policy and Framework, the MCD is responsible for:

- establishing and implementing a Risk Management Program (often called a Contentious Issue Strategy) to provide for immediate action in response to situations which may damage NAPS' integrity, relationships or brand;
- establishing clear delineations of lines of responsibility for managing the end-to-end risk process;
- ensuring the marketing and communication policies and procedures are carried out efficiently and effectively;
- communicating openly and honestly with the NAPS Board of Directors and Council on the risk profile of NAPS; and
- providing feedback concerning perceived risks and adding them to the Risk Management Register.

For example, where significant changes are required to already published marketing and pre-enrolment information for accuracy or compliance, this is recorded in the Risk Management Register. The procedure is to then report the breach to the CEO and President, fix it as soon as possible by issuing new materials and checking that anyone with access to the old materials, such as Agents, are aware that they have been superseded and now need to use the new materials. The old materials will then be archived at the Office of the President and CEO. There will be a 'lessons learned' review after the action is taken, to identify how it can be prevented in the future and this will be added to the Risk Management Program/Contentious Issues Strategy.

11.Key Activities

The MCD is responsible to help ensure compliance with this policy and particularly where it applies to key marketing and communication activities. These include:

- developing and maintaining the NAPS brand (as per section 5);
- developing and updating marketing collateral;
- Education Agent training;
- engagement activities in key international markets;
- organising visits to Islamic schools and groups;
- organising trade show participation at careers markets and schools; and
- organising marketing-related events including publicity for these events.

Marketing Collateral

The MCD will aim to ensure all materials developed to support NAPS marketing and communication campaigns meet the requirements of:

- the Higher Education Standards Framework (Threshold Standards) 2015, mainly Standard 7 and others as applicable, and are updated when this is amended;
- other relevant or applicable national and state legislation and regulations including:
 - Australian Consumer Law (ACL) as set out in Schedule 2 of the [Competition and Consumer Act 2010](#);
 - [Spam Act 2003](#) (in conjunction with the IT and Web Manager),
 - [The Privacy Act 1988](#) (Privacy Act)
 - the [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#).
- quality assurance as outlined the NAPS Quality and Standards Framework; and
- the Voluntary Code of Best Practice for NAPS.

The MCD will aim to ensure NAPS has quality assurance checks on all public information. They will check any content for publication with the Registrar who will identify any legal and/or compliance issues so they can fixed before distribution. Materials will be checked for accuracy with the relevant academic if it relates to courses or materials. The Marketing Department will use checklists based on this policy when reviewing information. The corrective actions if needed are recorded on those lists and in the Contentious Issues Strategy.

Use of Images

Images of genuine NAPS students and staff will be used where possible, but only if the image is of good quality and has been authorised with written permission. Images include photographs with testimonials or with examples of work produced by that person that will appear in brochures or on the website. NAPS will abide by the conditions of that permission. Stock images can also be used and must abide by the usage rights of the provider. Illustrations can be used for informal communications with students and information brochures. NAPS will do more research on how often to use images that specifically promote Islamic Business in its general publications.

Use of Agents

Agents and other parties that are involved in representing NAPS are bound by formal contracts with NAPS, their performance is monitored and prompt corrective action is taken by the NAPS President and CEO in the event or likelihood of misrepresentation or unethical conduct.

Third-party marketing materials to be used by Agents will be prepared within the conditions set down in this policy and in agreements with NAPS. NAPS' CRICOS number will be noted on agreements and copies of any marketing material prepared externally e.g. media advertisements. They will be monitored through copies to be provided to NAPS to check information is being presented accurately and with integrity. See the NAPS Education Agents Policy for more details.

Education Agents have their own password-protected Log In on the NAPS website to give them easy access to the latest materials and specially-prepared information about NAPS.

Third-Party Agreements

The President and CEO will initiate and manage relationships with third parties, however if NAPS enters into a partnering agreement with another HE provider to offer a course, then the NAPS MCD will aim to ensure that agreements with that provider and partner which relate to marketing adhere to NAPS' principles, including the 'PAIR' Marketing Pillars (if and when we undertake such an arrangement.)

Where NAPS are the partner in a third-party arrangement with another HE provider, we will:

- acknowledgement the Partner in the agreement, and
- ensure our marketing identifies the Partner as the provider.

Events

The marketing department will run events to build good-will amongst student influencers such as publicising guest speakers, sharing the news of excursions for onshore students run in conjunction with NAPS student services department and with external bodies such as StudyNSW. It will also assist Student Services in publicising and providing relevant collateral for Open Days and graduation ceremonies. The Marketing department will arrange NAPS' participation in events such as Trade Shows in high schools and internationally as the budget allows.

12. Information Management

Information for Prospective and Current Students

NAPS' MCD will aim to ensure that information for prospective and current students meets the criteria in this policy including meeting the 'PAIR' Marketing Pillars.

Public information will mainly be provided via the NAPS website. A Prospectus will cater for the needs of prospective students and the NAPS Student Handbook for existing students. Both will be available online and in hard copy, including in the NAPS library.

The website will be regularly updated to ensure that it provides all the information that any potential student or existing student needs to make informed choices about selecting a course or unit of study. The website also includes information for prospective employers and for parents. One medium-term goal is to have the key information available in Bahasa Indonesian, Nepalese and Arabic, as well as English, in the long-term to make it more easily accessible to the parents of potential students.

The NAPS website gives a comprehensive overview of all aspects of NAPS. There is also a password protected Log In link for Agents, students and staff to access the NAPS Moodle, including the NAPS Skills Hub.

The website is the main vehicle to meet the requirements of the Threshold standards requiring that information for students will be easily available prior to the acceptance of an offer. It is written in plain English and where practicable and accompanied by an explanation of any technical or specialised terms. Hard copy brochures are also available to explain key areas of interest including Our Courses, Student Safety and Wellbeing and Orientation Day.

Through avenues including our Student Services desk, on our website and in our Student Handbook, the MCD will check that NAPS provides and aims to keep updated:

- a. information to assist in decisions about courses or units of study, including the course design, prerequisites, assumed knowledge, when and where courses/units are offered, application dates, arrangements for recognition of prior learning, standing credit transfer arrangements, pathways to employment and eligibility for registration to practise where applicable;
- b. information to assist in planning for and participation in educational and other activities, including contact points, advice about orientation and induction, delivery arrangements, technical requirements for access to IT systems for online activities, timetables, access to learning resources, avenues to participate in decision making and opportunities to participate in student representative bodies;
- c. information to outline the obligations of students and their liabilities to the higher education provider including expected standards of behaviour, financial obligations to the higher education provider, critical deadlines, policies for deferral, change of preference/enrolment and leave of absence, particular obligations of international students, disciplinary procedures, misconduct and grounds for suspension or exclusion;
- d. information to give access to current academic governance policies and requirements including admission, recognition of prior learning, transition, progression, assessment, grading, completion, qualifications, appeals, academic integrity, equity and diversity, intellectual property and withdrawal from or cancellation of enrolment;
- e. information to facilitate access to services and support including the types of services available such as educational resources including English language support, personal support services, cultural support and ancillary services, hours of availability, how to access services and emergency contact details where applicable;
- f. information to assist in the resolution of grievances, including an explanation of processes for resolution of grievances and complaints and internal and external appeals processes, guidance on how to participate in the processes and sources of assistance including advocacy, and

- g. information to assist international students, including indicative costs of living and studying in Australia, accommodation options, arrangements for health care and, where applicable, schooling obligations related to school-aged dependents (including the possibility that school fees may be incurred).¹⁰

The NAPS website has sections on Student Rights and on Student Responsibilities. It includes information and links to advice for international students holding or applying for an Australian student visa to help them make informed decisions so they can meet statutory requirements. The website, the Handbook and the Student Services team provide students with advice on who to contact to resolve various issues and their contact details.

Information Storage and Management

Although information management is primarily the responsibility of the Office of the President and CEO, the Marketing and Communications department shall ensure that a copy of all items developed for NAPS Marketing and Communications is stored in digital form.

The IT and Web Manager shall aim to ensure all materials published on social media that have the NAPS logo are copied and provide to the Office of the President and CEO. He or she will ensure that all related guidelines and procedure documents are kept updated on the staff and student areas of the website and/or Moodle.

13.Related Procedures, Guidelines and Forms

The following will be available on the staff section of the NAPS Moodle site:

- 021G NAPS Style Guide; including templates for NAPS key sets of documents;
- NAPS 'PAIR' Marketing Pillars Poster
- Public Relations and Media Guidelines
- About NAPS – Presentations
- Logos in approved sizes and resolutions; and
- a copy of this policy.

The Marketing Strategy is commercial in confidence but if authorised, can be accessed from the Marketing and Communications Director.

14.Policy Review

Where the material relates to their area of expertise, consultation to review this policy will include all marketing, management and academic staff. Students will be able to have their input through surveys, questions on unit feedback forms and focus groups as NAPS grows.

¹⁰ "Higher Education Standards Framework (Threshold Standards) 2015 s. 7.2 - Australian Government Federal Register of Legislation" https://www.legislation.gov.au/Details/F2015L01639/Html/Text#_Toc428368874 Accessed May 20. 2018.

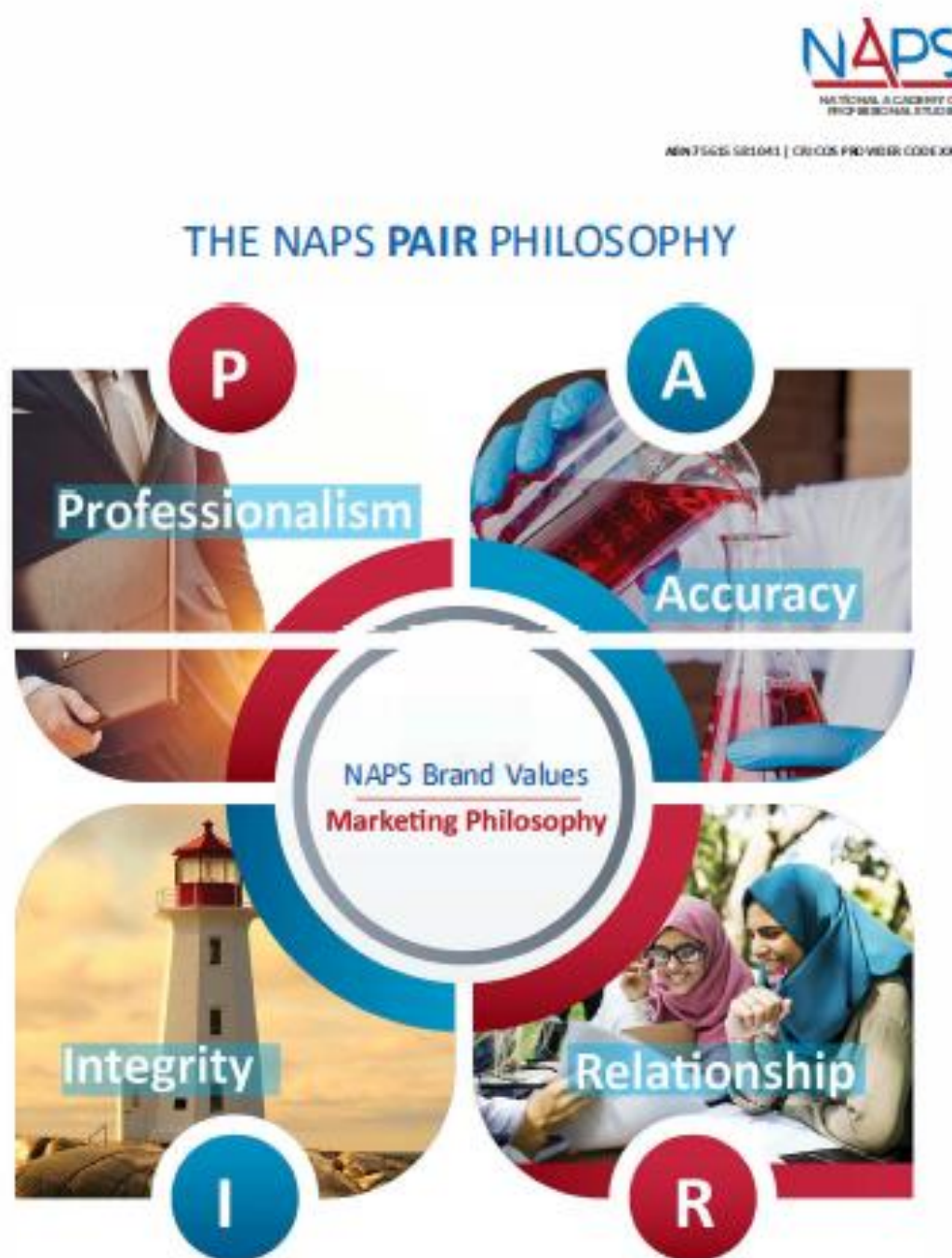
Their views will be used to help ensure NAPS' communications materials are meeting their needs and those of potential students.

As NAPS is committed to good governance, this policy will be reviewed at least every three years to ensure it is still relevant and promoting best practice in this area. There may also be changes to this policy and related procedures at other times to improve the effectiveness of its operation. In this regard, any staff member who wishes to make any comments about this policy may forward their suggestions to the MCD.

15. Further Assistance

Any staff member who requires assistance in understanding this policy should contact the MCD. 

Appendix 1 – NAPS ‘PAIR’ Marketing Pillars – Office Poster.



When dealing with anyone on behalf of NAPS - students, their parents or potential employers, external contractors and each other - remember to apply the values of the NAPS brand. They provide a solid foundation to ensure all aspects of our communication, marketing and recruitment meet NAPS Mission.

Questions? Ask the NAPS Marketing and Communications Director.

Prof Sam Blay
NAPS President and CEO