

Policy/Procedure/Strategy: EDU learning resources and marketing materials

Author/Owner: EDU

Signature:

Review Due:

Department/Section: EDU

Date of Assessment: 30/01/17

Date:

Step 1

Aim of proposed activity/decision/new or revised policy or procedure:

EDU learning resources aim to develop student's skills and knowledge and enhance the learning experience. Marketing materials aim promote the EDU internally and externally. Delivery channels include, VLE, UHI website, digital screens, conference presentations (posters, slideshows, laptop displays) email communications, collaborative technologies (skype, VC, Jabber, Collaborate), social media, newsletters, leaflets. The digital and hard copy resources and materials produced by the EDU are underpinned by the EDU development standards and are developed using best practice expertise and tools.

- New
 Revised
 Existing

Who will be affected?	Who will be consulted?	Evidence available:
EDU: Educational Development Leaders, Instructional Designers and Developers Teaching and support staff and external clients.	UHI Marketing and Communications Disabilities Support Coordinator Student Services UHI Equally Lead EDU Instructional Designers and Developers	Digital and hard copy promotional materials Event feedback Historical website feedback Material Development Standards Evaluations undertaken by EDU Team External advice received regarding accessible web template

Step 2

Potential Positive/Negative/Neutral Impact Identified. P, N, N/I	Age	Disability	Gender Reassignment	Marriage/Civil Partnership	Pregnancy and Maternity	Race	Religion or Belief	Sex	Sexual Orientation
Eliminating Discrimination	P	P	N/I	N/I	N/I	P	N/I	P	N/I
Advancing Equality of Opportunity	P	P	N/I	N/I	N/I	P	N/I	P	N/I
Promoting Good Relations.	P	P	N/I	N/I	N/I	P	N/I	P	N/I

Step 3

Action to be taken

- **Add a statement to digital and hard copy promotional materials saying “We endeavor to ensure EDU promotional materials meets the needs of all those with ‘protected characteristics’”**
- **Select imagery for promotional materials which does not reinforce stereotypes and where possible reflects diversity/equality**
- **Where practicable or if requested ensure promotional materials are available in alternative format.**

In addition, the following actions to be taken on the Development Standards:

- **Add guidance regarding selecting photographs and images, which do not reflect stereotypes and where possible reflect diversity and equality.**
- **Include a link to the UHI policy of equality and diversity**
- **Improve guidance on providing text transcripts for video and audio content**

Equality Impact Assessment Form

Summary of EIA Outcome – please tick

- No further action to be carried out
- Amendments or changes to be made
- Proceed with awareness of adverse impact
- Abandon process – Stop and Rethink

Please forward completed EIA forms to the Quality Unit