



## Action Plan

This Action Plan must be completed electronically and submitted in Microsoft Word format to [regulation@sqa.org.uk](mailto:regulation@sqa.org.uk) by 9 May 2023.

Issue number	Detail of Issue recorded	Risk rating	Proposed action and evidence to be provided (Failure to include a description of your intended methodology AND details of the evidence that you will provide could result in your Action Plan not being approved by ACG.)	Target date for completion by awarding body <sup>1</sup>	Date Issue closed out by SQA Accreditation <sup>2</sup>
1. Principle 5	EduQual must ensure that approved centres accurately reflect qualification details, including the title, SCQF status and level, and code, as determined by the Accreditation Co-ordination Group (ACG).	Medium	<p>The new <i>Centre Marketing Communications policy</i> has been distributed to all EduQual-approved Centres that are approved to deliver accredited qualifications – this policy includes the following copy (in <i>italics</i>)...</p> <p><b>1. General – applies to all EduQual-awarded qualifications and courses</b></p> <p><i>In the context of all EduQual-awarded qualifications and courses, an EduQual-approved Centre's marketing and promotional materials</i></p>	16 June 23	14/6/2023

<sup>1</sup> If the awarding body believes it has completed the action prior to approval of the Action Plan by ACG, insert the considered date of completion. The date will be subject to review depending on the quality of the evidence supplied.

<sup>2</sup> Issues can only be closed out once the evidence to complete the action has been quality reviewed and the Action Plan has been approved by ACG. The period of time between ACG approval and the date the Issue is closed out is not necessarily reflective of any quality issues.

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			<p><i>(including social media platforms and digital marketing) must:</i></p> <ul style="list-style-type: none"> <li>state that EduQual is: <ul style="list-style-type: none"> <li>a UK awarding body, approved by SQA-Accreditation (the national regulator for qualifications in Scotland),</li> <li>a full member of the UK Federation of Awarding Bodies (FAB), and</li> <li>an SCQF credit-rating body.</li> </ul> </li> <li>state that the Centre is approved by EduQual,</li> <li>display the EduQual logo,</li> <li>display a hyperlink to the EduQual website Homepage <a href="https://eduqual.org.uk/">https://eduqual.org.uk/</a>,</li> <li>display the exact qualification or course title(s) that appear in the most recent EduQual Centre Agreement,</li> <li>not state or imply a direct relationship between the Centre and any regulatory (or similar) body with whom EduQual has a relationship e.g. SQA-Accreditation, SQA (Awarding body) and the SCQF Partnership, and</li> <li>not display the logos of any regulatory (or similar) body with whom EduQual has a relationship e.g. SQA-Accreditation, SQA (Awarding body) and the SCQF Partnership.</li> </ul>		

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			<p><b>2. Centres approved (by EduQual) to deliver qualifications accredited by SQA-Accreditation</b></p> <p><i>The Scottish Credit and Qualifications Framework (SCQF) is the national qualifications framework for Scotland. If an EduQual qualification is accredited by SQA-Accreditation then it has also been credit-rated for the SCQF Partnership. These EduQual qualifications have been credit-rated for the SCQF by one of the following bodies:</i></p> <ul style="list-style-type: none"> <li>• EduQual,</li> <li>• SQA (Awarding Body), or</li> <li>• SQA-Accreditation.</li> </ul> <p><i>In addition to the general guidance (see section 1 above), in the context of these qualifications, an EduQual-approved Centre's marketing and promotional materials (including social media platforms and digital marketing) must state the name of the SCQF credit-rating body and inform Learners that this information will appear on the certificates issued by EduQual.</i></p>		

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			<p>In addition, in consultation with the one EduQual-approved Centre currently approved to deliver accredited qualifications, we have reviewed their marketing communications (e.g. their website) and provided them with a list of required changes with agreed timescales (May 2023). We will undertake a further review of their marketing communications in early June.</p> <p>Evidence to be provided at or before the stated target date will include key correspondence between the centre and EduQual; copy of the Centre Communications and Marketing Policy; Notes of relevant meetings events; link to the revised website.</p>		

Action Plan approved by ACG on 17/05/2023