

PR Academy

Attendance and non arrival policy

The Student Attendance Policy is there to help students to achieve their learning potential. We will follow up promptly on matters of non-attendance so that students can be supported and given every opportunity to succeed.

PR Academy understands the pressures that a demanding role in PR can bring and how this can impact on studies, we therefore want to do everything we can to make sure that students are supported and are able to attend class and get the most from the course.

Student attendance

Students must endeavour to attend all classes and to take responsibility for their own learning. Learning is a shared experience and students are expected to play a part in promoting collective understanding.

PR Academy understands that sometimes work commitments mean that classes have to be missed. In these circumstances, PR Academy will offer the following (depending on the course being studied):

- Participation in an alternative session if possible(Diploma only - e.g. Birkbeck Diploma students can attend SOAS classes and vice versa)
- All slides and materials will be posted on the PR Academy website
- The opportunity to discuss what has been missed at the next session

Attendance is necessary to help to:

- enhance educational development within the area of study;
- receive information about the programme;
- prepare for all assessments;
- undertake any practical work or group work (including working with others in seminars).

The course schedule is published in advance on the PR Academy website and that of the CIPR, it is also provided to students at the first session.

Scheduling

Students should arrive on time for classes. Late arrival causes disruption to other class members and is unfair to the tutor.

Changes to the timetable are unlikely, but should any occur these will be notified by email and followed up by phone if necessary. PR Academy understands that students who are also working have many commitments and therefore undertakes not to change the day or time of a course unless it is due to circumstances outside of its control.

PR Academy will be mindful of students with disabilities when notifying them of any changes and to use the appropriate agreed means of communication.

Absence from classes

Students should notify their tutors (or admin@pracademy.co.uk) of any absence from classes.

If there is to be a long absence, students may wish to consider a deferral, this is handled by the CIPR (see PR Academy guidance notes: "How to I.." and the CIPR website).

PR Academy will ensure that it maintains an accurate record of student attendance.

Action in the event of non attendance

If there is a period of non-notified absence (eg two consecutive classes are missed) PR Academy will:

- Remind the student that classes have been missed;
- Remind the student of the importance of attending all classes;
- Request an explanation as to why classes have been missed;
- Invite the student to discuss with their personal tutor and/or programme director any problems they might be experiencing that could be the cause of their poor attendance.

This contact should be undertaken within the early weeks of the programme and is likely to be by email in the first instance, then phone or letter as appropriate.

Non arrival

If a student obtains a visa (and PR Academy and or the CIPR has been involved in the issue of that visa) and does not report to the PR Academy course on the day of the session he or she will be considered as a 'non-arrival'.

PR Academy will investigate the reason for non-arrival by contacting the student or employer. It may also contact the British High Commission or the visa issuing authority in the respective country to check the visa status of the student.

This will be done in conjunction with the CIPR

On receipt of the visa, if the student does not arrive and does not respond to PR Academy of the CIPR's query giving an acceptable reason for non-arrival, then the passport and other details of the student will be sent to the appropriate authority (Immigration Authority/Home Office).

The student will be removed from the course and no refund of fees will be given (T&Cs refer).

NOTE – CIPR is the Chartered Institute of Public Relations