Website Development and Maintenance Policy

Policy Sponsor:	Vice-President Advancement
Policy Contact:	Manager, Web and Online Strategy
Policy Number:	N/A
Effective Date:	February 9, 2015
Approval Group:	Executive Group
Approval Date:	February 9, 2015
Review Date:	To be reviewed biennially
Procedure:	[Website Development and Maintenance Procedure](#)

Purpose

To ensure that Athabasca University Websites support the university's communication, educational and research needs by

- promoting a consistent user experience throughout AU's online environment,
- ensuring that online content is up-to-date and accurate,
- aligning Website content and online communication with institutional goals.

Definitions

Publicly Accessible Website	A Website that users can access without having to log in or enter a password.
User Interface	The means by which a user and a computer system interact, in particular the use of input devices and software.
Web Application	Software that is created in a browser-supported programming language (e.g., JavaScript, HTML, CSS) and runs in a web browser. A Web Application is downloaded from the Internet each time it is run.

Website	A location connected to the Internet and usually associated with a particular person, organization or topic, that maintains one or more interconnected pages on the World Wide Web.
Website Owner	An AU staff member assigned to manage the content of a university website and to maintain the Website

Scope

This policy applies to all Publicly Accessible Athabasca University Websites. The policy and its associated procedure, the Website Development and Maintenance Procedure, define roles and responsibilities in order to strengthen and optimize the user experience of persons accessing AU Websites.

Policy Statements

1. The Brand and Marketing Unit of the Advancement Office will be responsible for creating design standards for Publically Accessible AU Websites including

   - Website design
   - User Interfaces
   - Web Applications

2. All Publicly Accessible AU Websites will have an identified Website Owner. In cases where a Website Owner has not been identified, the manager or coordinator of the unit that the Website serves will be the Website Owner.

Applicable Legislation and Regulations

Copyright Act (Canada)
Freedom of Information and Protection of Privacy Act (Alberta)

Related References, Policies, Procedures and Forms

Website Development and Maintenance Procedure
Athabasca University Archives Policy
Information Technology Electronic Data Security Policy
Information Technology Project Approval Policy
Information Technology Services for Community Service Policy
Records Management Policy
Server Policy
Use of University Identity, Logos, Name and Symbols of Armorial Bearings Policy

History

Executive Group, February 9, 2015 (approved)