

---

## Website Development and Maintenance Procedure

---

<b>Policy Sponsor:</b>	Vice-President Advancement
<b>Name of Parent Policy:</b>	<a href="#">Website Development and Maintenance Policy</a>
<b>Policy Contact:</b>	Manager, Web and Online Strategy
<b>Procedure Contact:</b>	Manager, Web and Online Strategy
<b>Effective Date of Procedures:</b>	February 9, 2015
<b>Review Date:</b>	To be reviewed annually

---

### Purpose

To outline the procedures that must be followed to comply with Athabasca University's Website Development and Maintenance Policy. These procedures apply to the development or redesign and the maintenance of all Publicly Accessible Athabasca University Websites.

### Definitions

<b>Authoring Privileges</b>	Rights to create, overhaul, update, maintain, delete or archive AU Websites and web pages.
<b>Publicly Accessible Website</b>	A Website that users can access without having to log in or enter a password.
<b>Redesign</b>	An extensive revision of a Website.
<b>Web Development Group</b>	The unit or persons responsible for developing and maintaining online assets.
<b>Website</b>	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.
<b>Website Owner</b>	An AU staff member assigned to manage the content of a university Website and to maintain the Website.



## Procedures

1. When an AU unit identifies a need to develop a new Website or to Redesign an existing Website, an employee in the unit will be designated as the Website Owner.
2. Using the *Website Development Form* (available on the Advancement Office Intranet page at <http://intra.athabascau.ca/depts/advancement/documents/forms/Website-development-form.docx>) the Website Owner will develop a web project outline that
  - a. identifies the unit and the member(s) of the the unit who will be responsible for the content of the Website;
  - b. explains how the Website will support the unit's business goal(s) and the university's institutional goals;
  - c. identifies the audience(s) that the Website is intended to serve;
  - d. outlines the content maintenance requirements of the Website, including a list of areas that will require regular updates and the likely frequency of those updates, and the degree to which the unit will need assistance with this maintenance work; and
  - e. defines the scope of the Website.
3. The Website Owner will submit the web project outline to either
  - the Manager, Web and Online Strategy, in the Brand and Marketing Unit of the Advancement Office, or
  - the Web Co-ordinator in the Student and Academic Web Services Unit of the Office of the Vice President Academic,who will direct the project outline to the appropriate Web Development Group.
4. Upon receipt of the outline, the manager or co-ordinator of the appropriate Web Development Group will meet with the Website Owner and any other relevant stakeholders to confirm the scope and needs of the Website.
5. If the manager or co-ordinator of the appropriate Web Development Group approves a proposal to create or Redesign a Website, he or she will advise the responsible director or dean in writing of this approval. Authoring Privileges to create or Redesign the Website may be granted by the responsible director or dean.
6. Disputes over Authoring Privileges will be resolved by the executive officer (president or vice-president) responsible for the unit which owns the Website.
7. Approved Websites will receive support from the appropriate Web Development Group.
8. All new or Redesigned Websites will follow the *External Websites Visual Design Standards* and the *AU Visual Identity Standards* developed and maintained by the Brand and Marketing



Unit of the Advancement Office and found on the Advancement Intranet webpage at <http://intra.athabascau.ca/depts/advancement/>.

9. Website pages must include the following information:
  - the name of the Web Development Group responsible for maintaining the webpage, and
  - the date the webpage was last updated.
10. Website Owners must ensure that all content on the Website complies with any relevant copyright restrictions and legislation.
11. Website Owners must ensure that the Website complies with the Information Technology Electronic Data Security Policy.
12. Website Owners must ensure that the Website complies with the requirements of the [Freedom of Information and Protection of Privacy Act](#). All webpage forms that collect personal information must include a statement or a link to a statement that
  - explains why the information is being collected;
  - identifies the legislation that authorizes the collection of the information; and
  - provides the job title, business address and phone number of an AU staff member who can answer questions about the collection of the information.

In case of uncertainty about compliance with the [FOIP Act](#), Website Owners should consult AU's FOIP/Policy Co-ordinator.

13. Website Owners must perform regular audits of Website content to ensure that it is accurate and up-to-date. When uncertain, Website Owners must consult the appropriate department or unit to confirm accuracy and currency of content.
14. Website Owners who require assistance with the maintenance of a Website should contact the Web Development Group which supports the Website.
15. When a Website is no longer being used or updated, the Website Owner must inform the appropriate Web Development Group so that the Website can be retired.
16. Websites that do not comply with this policy may be taken down with the approval of the executive officer (president or vice-president) responsible for the unit which owns the Website.

### **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 Policy](#)

[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 (associated policy revised)

Executive Group, March 3, 2005 (associated policy approved)