Web Creation and Web Management Policy

Category: Operations
Approval: PVP
Responsibility: Associate Vice-President, Marketing and Recruitment
Date: January 9, 2007

Purpose/Reason for Policy:

This policy:

- defines who is responsible for the creation, management and updating of Trent University's public web sites and pages; and
- establishes minimum standards and guidelines to ensure accuracy, consistency and integrity, and to protect Trent University's identity and image.

Scope of this Policy:

This policy applies to:

1. Trent's public web site (www.trentu.ca) and all pages that form part of this site
2. All "myTrent" portals and pages that form part of these portals
3. All other public web sites and pages published by the administrative functions of academic departments and administrative departments of Trent University, registered clubs , approved affiliates or employees of Trent University in the course of their employment duties and responsibilities.

This policy does not apply to the Learning Management System (e.g. Blackboard, WebCT) or to personal web pages published elsewhere by the faculty and staff of the University.

Policy Statement:

Web Site

The web site www.trentu.ca is to be used for University communications, student recruitment, retention, external relations and the promulgation of University information to the public, and institutional reputation management. Other uses of this web site are not permitted.

Members of the University community (including researchers and staff) who require a web site to collect data will normally use an external data collection service and external web server. Proposals for all web-based survey research must be reviewed in advance by the relevant research ethics committee.

Intranet

myTrent and any other intranet portals provided by the University are to be used for internal University communications and services for faculty, staff, students and prospective students.

Authority and Control

General oversight of the University's public web site and pages, and intranet portals, is the responsibility of the Marketing and Communications Office.

Marketing and Communications has the authority to remove any information or links on the University's web site that contravene Trent University's policies or standards. Marketing and Communications will normally consult those responsible for the material before exercising this authority.

Guidelines and Standards

Style:

> The Trent University Web Style Guide (under development) provides the guidelines and standards for the University's public web site and intranet portals.

Templates:

> Marketing and Communications provides web page templates and web creation files to assist in the web page creation process (see section 4.0 below and the appendix for more information).

Accessibility:

> Laws, such as the Ontarians with Disabilities Act, address various access issues and are intended to ensure that information and activities are accessible to all. Trent endeavours to comply with all legislation and to make its web and intranet pages accessible. For more information about page flexibility and layout considerations see resources listed in Section 4 below.

Advertising:

> The Trent University web site and pages and intranets may not contain advertising for, or link to, commercial sites without advance written approval of Marketing and Communications.

> Normally advertising or links connected to the promotion of an academic text book authored, co-authored or edited by a Trent faculty member, will be approved.

> Other approvals will be considered only if:

> 1. The purpose of the advertising or link is consistent with the University's mission, or
> 2. The advertising or link is essential to the purpose of the site.

> Advertising on the web site or through a link will carry a disclaimer that the University does not endorse the product or service.

Copyright:

> Information on the University web site is subject to intellectual property law. Except as permitted by law, written permission is required from the owner of copyrighted material (including graphics, video, audio, and text) before copyrighted
> information can be placed on

the University web site. For additional copyright and intellectual property information see references in section 4.0 below.

Fundraising:

External Relations & Advancement is responsible for, and approves, all University related fundraising. Non-University related fundraising may not be conducted on or through the University's web site or intranet portals unless approved in advance in writing by the Vice-President External Relations and Advancement.

Personal Information:

Trent University web pages may not display personal information about individuals without their consent.

Web Page Creation:

Responsibility for initiating a public page on Trent's web site normally resides with academic and administrative departments, registered clubs and/or approved affiliates. All requests for web page creation or access to Trent servers must be made to Marketing and Communications. Three models of facilitation and support are available to accommodate differing requirements, programming skill sets and resource capabilities and these are described in Appendix A.

Web Page Updates and Management:

Originators of web pages (academic and administrative departments, registered clubs and approved affiliates) will be responsible for keeping information on their pages up to date. Marketing and Communications will provide originators with training and access to Trent's content management software for this purpose. Additional technical support, if required, will be available from the Department of Information Technology.

Client Support - Web Developers' Time:

Marketing and Communications will give priority to web activities supporting student and employee recruitment, retention and reputation management, official University information and official University communications.

Monitoring:

Marketing and Communications will monitor the web site and intranet portals to ensure that accuracy, consistency, integrity and the protection of Trent University's identity and image are upheld.

Contact Officer:
Associate Vice-President, Marketing and Recruitment

Date for Next Review:
2019

Related Policies, Procedures & Guidelines
    (a) Trent University Computing and Network Resources Policy (Acceptable Use Policy)

(b) Computing Code of Ethics

(c) Guidelines for Use of Information Technology

(d) Supported Software

(e) Supported Hardware

(f) Trent University Policy on the Protection of Personal Information (2006)

(g) Trent University Copyright

(h) Research Ethics Board

External Policies, Guidelines and Links:

(a) Canadian Intellectual Property Office

(b) World Wide Web Consortium's Web Accessibility Initiative

(c) Ontarians with Disabilities Act Annual Access Plan

Policies Superseded by This Policy:

a) N/A