Purpose

This policy provides the principles that will govern: (i) web-based content and (ii) the processes surrounding the publishing and hosting of web-based content on the University website.

This policy specifically covers:

• process management;
• web hosting;
• web publishing;
• accessibility; and
• legislation.

Scope

This policy applies to the Federation University Australia website and associated online applications that contribute to the Federation University web presence. This includes:

• The overarching architecture and navigation of the Federation University Australia website
• Federation University Australia homepage
• School subsites
• Portfolio subsites
• Student and staff portals
• Course Finder design and landing page content
• Microsites and marketing subsites
• Centres and commercial units with sites hosted on the corporate web application server or within the corporate Content Management System (CMS)
• Databases and online applications hosted on the corporate application server or within the corporate CMS
• Externally hosted Federation University Australia badged sites that are accessed via the Federation University Australia corporate website

It does not include:
• Student administration systems (eg. Campus Solutions)
• Email or communications applications (eg. Outlook, Lync)
• Learning management systems (eg. Moodle, Mahara)
• Externally hosted, non-Federation University Australia badged sites
• Course Finder course and study area content
• Online applications content outside the web domain
• Social media

**Legislative Context**

- [W3C Web Content Accessibility Guidelines (WCAG) 2.0](#) (All university websites are obligated to meet AA Success Criteria Levels)
- The Disability Discrimination Act (DDA) 1992. (Requires that universities provide online educational services in an accessible manner)

**Definitions**

<table>
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<th>Term</th>
<th>Definition</th>
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| Federation University Australia website | University website means:  
• the registered domain federation.edu.au and all incorporated websites;  
• the websites of all University divisions, units and schools and University owned and/or controlled entities, all of which should be hosted on the registered domain: federation.edu.au;  
• websites hosted by the University including Research Centres and non-controlled entities; and  
• other websites that have approved University-branding or are considered to represent the University.  
It does not include:  
• linked websites and resources that are not owned or controlled by the University. |
| Homepage                     | [http://federation.edu.au](#)  
The main landing page of the Federation University Australia website |
| Course Finder                | [http://study.federation.edu.au](#)  
The Federation University Australia online course catalogue |
| Marketing and recruitment pages | Marketing and recruitment pages include:  
• Home page ([http://federation.edu.au](#)) |
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Course Finder</td>
<td><a href="http://study.federation.edu.au">http://study.federation.edu.au</a></td>
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<tr>
<td>Campaign microsites</td>
<td>(short term websites that are created for a particular campaign)</td>
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Main landing pages

These include:

- Home page [http://federation.edu.au](http://federation.edu.au)
- Staff [http://federation.edu.au/staff](http://federation.edu.au/staff)

Site owners

**Site owners** are the internal business owners of specific content and are responsible for ensuring at least one staff member is allocated and suitably trained as a Content coordinator for their area.

Content coordinators

**Content coordinators** lead the development and management of content within their areas. There must be one Content coordinator per business area. Content coordinators are responsible for the preparation and publication of information across all pages within their area.

Content publishers

**Content publishers** create, edit and review web content for their allocated pages. The number of content publishers is dependent on the needs of individual operational areas. There can be multiple content publishers for any given webpage or area.

Major changes

Requires planning, analysis of requirements, and/or significant development time (> 2 days effort). Digital and eLearning Solutions team can assist with the determination of major vs minor changes.

Minor changes

Content display changes, application of existing styles, and/or minor development time (<2 days effort). Digital and eLearning Solutions team can assist with the determination of major vs minor changes.

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**Policy Statement**

The University considers web publishing to be a key strategic resource for communication, teaching, research, marketing, and administration. Appropriate use of this technology by the University community is required.

University resources may only be used to create and publish web pages where the purpose and effect of the published information is in support of the University’s objectives and Strategic Plan. This means that the content of web pages hosted on University resources must relate to the activities and functions of the University or relate to the specific role of members of the University community.

Web-based publishing has an important impact on the reputation and standing of the University and must therefore occur in the context of an official policy framework. The following principles and requirements, along with the Web Publishing Standards, apply to all information published on the University's website.
Website publishing and management framework

Web management

Content on the mixed content main landing pages (see diagram below) will be managed and published by the Digital and eLearning Solutions team under the direction of the relevant Web Strategy groups. Content below this level will be published and managed by the Site Owner and Content Coordinator of the relevant business area under the guidance and governance of the Digital and eLearning Solutions team and must comply with the Web Publishing Standards, particularly the accessibility requirements.

Management of main landing pages
Marketing and recruitment areas

The management of the FedUni main landing pages and key web areas are broken into strategic areas for management.

Schools

- Marketing and recruitment pages
  - Home page
  - Future students
  - Applications web area
  - Course Finder
  - Current students area
  - Staff support areas
  - Research
  - Industry and community

A Digital Strategy will be published each year by the Web Strategy Group (Marketing) which will provide overarching direction for the key web marketing areas. The strategy will provide guidance around:

- Strategic direction of FedUni
- Marketing strategies
- Analytics and market research

Warning - Uncontrolled when printed! The current version of this document is kept on the FedUni website.
• Digital and User Experience (UX) best practise
• Focus and purpose of each of the marketing areas

Content of these areas will be in accordance with the strategy and will be provided by the relevant business areas. Content will be published and managed by the Digital and eLearning Solutions team.

The Web Strategy Group (Marketing) will provide input and guidance around major changes or where there is conflicting requirements between business areas.

The Web Strategy Group (Marketing) will consist of:
• Team Leader, Digital and eLearning Solutions (Chair)
• Director, Marketing, Advancement and Community Engagement
• Director, ITS
• Nominated Academic Representative (to be nominated by DVC, Academic)
• Pro Vice-Chancellor, International Education, Partnerships and Commercial Activities
• University Registrar
• General Manager, Student HQ

Current students area

The current students area of the website is focused on the student lifecycle and be primarily for students to complete tasks necessary at various touchpoints of their student journey. This will include all activities post accepting their offer, such as enrolling in courses, library, learning and study materials, access to applications, clubs and offers, support information, and graduation information.

The Web Strategy Group (Current Students) will provide overarching direction for the Current Students landing page to ensure the focus is on supporting student tasks. Analytics, market research, student feedback, and digital and UX best practise will be used to provide guidance around decision making.

Content on the main landing page of the current students area will be published and managed by the Digital and eLearning Solutions team. Content that is linked to from the current students area will be published and managed by the relevant business area under the guidance and governance of the Digital and eLearning Solutions team and must comply with the Web Publishing Standards.

The Web Strategy Group (Current Students) will provide input and guidance around major changes or where there is conflicting requirements between business areas.

The Web Strategy Group (Current Students) will consist of:
• Team Leader, Digital and eLearning Solutions (Chair)
• University Registrar
• Pro Vice-Chancellor, International Education, Partnerships and Commercial Activities
• Director and University Librarian
• Director, CLIPP
• Nominated Academic Representative (to be nominated by DVC, Academic)
• Nominated Research Representative (to be nominated by DVC, Research and Innovation)
• 1 HE, 1 Research, and 1 TAFE representative from the Student Senate
• Executive Director, Brisbane Campus, Brisbane Education Services
• Director, Student Connect
Staff support area

The staff web area of the website is to be focused on information for staff. Content on the main staff landing page will be published and managed by the Digital and eLearning Solutions team. Content that is linked to from the staff area will be published and managed by the relevant business area under the guidance and governance of the Digital and eLearning Solutions team and must comply with the Web Publishing Standards.

Schools and Industry and Community areas

The Schools and Industry and Community main landing pages will be managed by the Digital and eLearning Solutions team in accordance with the overall University website direction. Pages within these areas will be managed and published by relevant business areas under the guidance and governance of the Digital and eLearning Solutions team and must comply with the Web Publishing Standards.

Management of web content

Federation University uses a distributed publishing model with a Site Owner and Content Coordinator assigned for each area and where needed, one or more Content Publishers.

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<tr>
<th>Role</th>
<th>Skills/level</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>Site Owner</td>
<td>• Director or Associate Dean level</td>
<td>• Internal business owner&lt;br&gt;• Ensure staff in area are available and skilled in web publishing&lt;br&gt;• Overarching responsibility for accuracy and suitability of content&lt;br&gt;• Approver in principle of content</td>
</tr>
<tr>
<td>Content Coordinator</td>
<td>• Completed web training&lt;br&gt;• Committed to understanding and improving web publishing skills</td>
<td>• Able to make decisions on behalf of the business area and authorise content once approved in principle by site owner&lt;br&gt;• Ensure content meets Web Publishing Standards&lt;br&gt;• Liaise with Digital and eLearning team regarding requests&lt;br&gt;• Supervise content publishers (if applicable) in their area&lt;br&gt;• Approve content changes in their area</td>
</tr>
<tr>
<td>Content Publisher</td>
<td>• Completed web training&lt;br&gt;Note: Some areas will not have the need for publishers</td>
<td>• Update content in their web area under the guidance of the Content Coordinator</td>
</tr>
</tbody>
</table>

Web Publishing has the same legal requirements as print publishing. The same standards of authorship, design, editing and approval are required.
All information published on University web servers must be authorised by the Site Owner and Content Coordinator and comply to the Web Publishing Standards, specifically:

- Current and accurate information - Information must be accurate and timely; if it becomes out of date or misleading, the Content Coordinator will remove it from the University website.
- Language - web pages must use language that is in accordance with the University’s policies
- Appearance - web pages must be constructed in accordance with style guidelines published by the University.
- Unacceptable Content - web pages published on University resources must not:
  - contain or link to offensive, illegal, obscene, defamatory or threatening material;
  - either explicitly or implicitly contain material or link to material which contravenes State or Commonwealth anti-discrimination legislation;
  - either explicitly or implicitly contain material or link to material which endorses or promotes racism; or
  - breach confidentiality or the privacy of personal information and health records.
  - contain ‘copyrighted’ material, including images, text and software, without the written consent of the copyright owner; such consent must be included on the web page.

Pages deemed to contain inappropriate material which breaches one or more of the above protocols will be removed from University resources by the Team Leader, Digital and eLearning Solutions. Disciplinary action may be taken by the University if appropriate.

Supporting Documents

- Web Publishing Standards
- New website request form (to become a ServiceNow process)
- New publisher access request (to become a ServiceNow process)
- Publisher access change request (to become a ServiceNow process)

Responsibility

- Approval Authority: DVC, Student Support and Services
- Policy Sponsor: Director, ITS
- Policy will be maintained by: Team Leader, Digital and eLearning Solutions

Promulgation

The Web Management and Publishing Policy will be communicated throughout the University via:

1. an Announcement Notice via FedNews website and on the ‘Recently Approved Documents’ page on the ‘Policies, Procedures and Forms @ the University’ website to alert the University-wide community of the approved Policy;
2. distribution of e-mails to Head of School / Head of Department / University staff; and Site Owners
3. distribution of e-mails to Content Coordinators and publishers

Implementation

The Web Management and Publishing Policy will be implemented throughout the University via:
1. an Announcement Notice via FedNews website and on the ‘Recently Approved Documents’ page on the ‘Policies, Procedures and Forms @ the University’ website to alert the University-wide community of the approved Policy;