

Web Management and Publishing Procedure

Policy Code: IM2023

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Purpose

To establish the procedure to be applied when updates are required to content on the Federation University Australia website:

- The process for approval for changes on the website homepage and main landing pages;
- The process to follow when updating or creating new content for general business areas; and
- The process for dealing with content that does not meet the standards set by the Web Publishing Standards

Scope

This procedure applies to Site Owners, Content Coordinators and all staff that have publisher rights to the Federation University Australia website or systems that store content that is published on the Federation University Australia website.

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)

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Definitions

A complete list of definitions relevant to this procedure is contained within the [Web Management and Publishing Policy](#).

A further list of definitions **specifically** relevant to this procedure is included below:

Term	Definition
Federation University Australia website	<p>University website means:</p> <ul style="list-style-type: none"> 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; <p>It does not include:</p> <ul style="list-style-type: none"> linked websites and resources that are not owned or controlled by the University.
Homepage	<p>http://federation.edu.au</p> <p>The main landing page of the Federation University Australia website</p>
Course Finder	<p>http://study.federation.edu.au</p> <p>The Federation University Australia online course catalogue</p>
Marketing and recruitment pages	<p>Marketing and recruitment pages include:</p> <ul style="list-style-type: none"> Home page (http://federation.edu.au) Future students (http://federation.edu.au/future-students) Applications web area (http://federation.edu.au/apply) Course Finder (http://study.federation.edu.au) Campaign microsites (short term websites that are created for a particular campaign)
Main landing pages	<p>These include:</p> <p>Home page http://federation.edu.au</p> <p>Future students http://federation.edu.au/future-students</p> <p>Current students http://federation.edu.au/current-students</p> <p>Schools http://federation.edu.au/faculties-and-schools</p> <p>Staff http://federation.edu.au/staff</p>

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Term	Definition
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 needs of individual operational areas. There can be multiple content publishers for any given webpage or area.

Actions

1. Creation and changes for the marketing and recruitment areas

	ACTIVITY	RESPONSIBILITY	STEPS
A.	Submit request for marketing campaign	Marketing officer	<ol style="list-style-type: none"> 1. Log a ServiceNow job to the ITS Service Desk to be assigned to the Digital and eLearning Solutions team with the required details (see Appendix A). 2. Include the following information for all marketing campaign requests: <ul style="list-style-type: none"> • Target audience • Purpose and KPIs • A primary call to action • Campaign start and end dates • New URL/Domains 3. Submit your request no later than: <ul style="list-style-type: none"> • 10 working days for minor changes • 20 working days for new microsites or major changes • Where a directive for a new campaign results in less than 20 days lead time, the Team Leader, Digital and eLearning Solutions will work

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	ACTIVITY	RESPONSIBILITY	STEPS
			<p>with the Director, Marketing, Advancement and Community Engagement to prioritise other work requests and negotiate the deliverables to achieve the required delivery date.</p> <ul style="list-style-type: none"> • The earlier the request is received the more likely your request will be completed for the campaign start. <p>4. Ensure the content is accurate and finalised within the agreed timelines with the Digital and eLearning Solutions team. Delays in meeting delivery times for finalised content could result in development not being completed by the due date.</p> <p>5. It is the responsibility of the Director, Marketing, Advancement and Community Engagement to ensure there is a marketing staff member allocated that will be available throughout the process for direction and confirmation of work.</p>
B.	Submit request for non-campaign work	Content Coordinator	<p>1. Log a ServiceNow job to the ITS Service Desk to be assigned to the Digital and eLearning Solutions team with the required details (see Appendix A). Requests for major changes outside the established marketing campaigns that impact the look and feel and recruitment aspects of the website will need approval from the Web Strategy Group (Marketing) (see C below)</p> <p>2. Submit requests no later than:</p> <ul style="list-style-type: none"> • 5 working days for minor changes • 20 working days for major development changes <p>3. Ensure the content is accurate and will be finalised within the</p>

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	ACTIVITY	RESPONSIBILITY	STEPS
			agreed timelines with the Digital and eLearning Solutions team and that the Content Coordinator or delegate will be available throughout the process for direction and confirmation of work.
C.	Web Strategy Group (Marketing) approval	Business area, ITS	<ol style="list-style-type: none"> 1. Approval from the Web Strategy Group (Marketing) is needed for requests for major changes outside the established marketing campaigns that impact the look and feel and recruitment aspects of the website. 2. The need for Web Strategy Group (Marketing) approval will be determined by the Digital and eLearning Solution team after assessment of the ServiceNow request. 3. The request will be circulated amongst the Web Strategy Group (Marketing) members and the need for a meeting will be determined. If a meeting is required, the Site Owner that submitted the request (or their delegate) may be required to attend.

2. Changes to the current students area

	ACTIVITY	RESPONSIBILITY	STEPS
A.	Submit request for work	Content Coordinator	<ol style="list-style-type: none"> 1. Log a ServiceNow job to the ITS Service Desk to be assigned to the Digital and eLearning Solutions team with the required details (see Appendix A??). Requests to add or remove section will need approval from the Web Strategy Group (Current Students) 2. Submit requests no later than: <ul style="list-style-type: none"> • 5 working days for minor changes

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	ACTIVITY	RESPONSIBILITY	STEPS
			<ul style="list-style-type: none"> • 20 working days for major development changes <ol style="list-style-type: none"> 3. Agreement on a delivery date will be confirmed after consultation with the Digital and eLearning team after the requirements have been finalised. 4. It is the responsibility of the Site Owner of the relevant business area to ensure the content is accurate and will be finalised within the agreed timelines with the Digital and eLearning Solutions team and that a Content Coordinator or delegate will be available throughout the process for direction and confirmation of work.

3. Changes to landing pages of school and research areas

	ACTIVITY	RESPONSIBILITY	STEPS
A.	Submit request for work	Content Coordinator	<ol style="list-style-type: none"> 1. Log a ServiceNow job to the ITS Service Desk to be assigned to the Digital and eLearning Solutions team with the required details (see Appendix A??). Requests for major changes that impact the look and feel and recruitment aspects of these pages will need approval from the Web Strategy Group (Marketing) (1C below) 2. Submit requests no later than: <ul style="list-style-type: none"> • 5 working days for minor changes • 20 working days for major development changes 3. Agreement on a delivery date will be confirmed after consultation with the Digital and eLearning team after the requirements have been finalised. 4. It is the responsibility of the Site Owner of the relevant

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	ACTIVITY	RESPONSIBILITY	STEPS
			business area to ensure the content is accurate and will be finalised within the agreed timelines with the Digital and eLearning Solutions team and that a Content Coordinator or delegate will be available throughout the process for direction and confirmation of work.

4. Changes to staff landing page

	ACTIVITY	RESPONSIBILITY	STEPS
A.	Submit request for work	Content Coordinator	<ol style="list-style-type: none"> 1. Log a ServiceNow job to the ITS Service Desk to be assigned to the Digital and eLearning Solutions team with the required details. Requests to add or remove section will need approval from the Digital and eLearning Solutions team 2. Submit requests no later than 10 working days before publish date. Exceptions apply for urgent staff or HR announcements, which will be actioned as a priority. 3. Agreement on a delivery date will be confirmed after consultation with the Digital and eLearning team after the requirements have been finalised. 4. It is the responsibility of the Site Owner of the relevant business area to ensure the content is accurate and will be finalised within the agreed timelines with the Digital and eLearning Solutions team and that a Content Coordinator or delegate will be available throughout the process for direction and confirmation of work.

5. Changes to all other areas

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	ACTIVITY	RESPONSIBILITY	STEPS
A.	Content changes	Content Coordinator	<ol style="list-style-type: none"> 1. Changes are to be managed and performed within the business area 2. It is the responsibility of the Content Coordinator to ensure the content is current and accurate. 3. Changes made by the publishers needs to be approved by the Content Coordinator.
B.	Development changes	Content Coordinator	<ol style="list-style-type: none"> 1. Log a ServiceNow job to the ITS Service Desk to be assigned to the Digital and eLearning Solutions team with the required details. 2. Submit requests no later than: <ul style="list-style-type: none"> • 10 working days for minor changes • 20 working days for major development changes 3. Agreement on a delivery date will be confirmed after consultation with the Digital and eLearning team after the requirements have been finalised. 4. It is the responsibility of the Site Owner of the relevant business area to ensure the content is accurate and will be finalised within the agreed timelines with the Digital and eLearning Solutions team and that a Content Coordinator or delegate will be available throughout the process for direction and confirmation of work.

Supporting Documents

- [Web Management and Publishing Policy](#)
- [Web Publishing Standards](#)

Forms.

- [Web Publishing Standards](#) (DOCX 50.1kb)

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Responsibility

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

Promulgation

The [Web Management and Publishing Procedure](#) 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 Procedure;
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 Procedure](#) 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 Procedure;

Records Management

Document Title	Location	Responsible Officer	Minimum Retention Period
Policy Document Approval Form	The University's approved records management system	Policy Systems Administrator or delegate	Originals should be retained by the Policy Sponsor Copies can be disposed of once the administrative use has concluded Electronic record will be retained in the University's records management system
Service requests and authorization for change	The University's approved IT Service Management System	Team Leader, Digital and eLearning or delegate	Electronic record will be retained in the University's IT Service Management System

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