

---

## Web Publishing Policy

### Communications and Marketing Policy

---

#### 1 Purpose

In conjunction with the [Information Systems Statute](#), the purpose of this policy is to support the achievement of the University's Web Strategy. It recognises the difference between material published on the University's staff intranet and internet sites that is academic in nature; and material that is administrative in nature. The policy provides the standards for web content managers and web content owners in respect to administrative material and is designed to minimise the risk to the University associated with material published on the University's staff intranet and internet web sites.

#### 2 Organisational Scope

This is a University-wide policy and applies to all staff, contractors, and third parties contracted to provide web management or web development for the purpose of publishing on the University's intranet or internet sites.

#### 3 Definitions

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Academic material:	Any information generated by academic staff in the pursuit of their teaching and research roles. This includes information that forms part of an individual academic's intellectual property or materials associated with research.
Administrative material:	Information other than academic material generated by or on behalf of the University and published on the University's staff intranet and internet sites including course outlines.
Authorised sources:	A position or office within the University which has been assigned responsibility, by the University Council, University management or authorised subordinate bodies, for ensuring that a particular item or category of University information is made available to those within and/or outside the University.
Content of a web document:	That material which the document was prepared to communicate. The content does not include metadata, disclaimers and similar annotations.

Controlled material:	Web documents are considered to be controlled documents when they are external documents; and the material in the document is either: <ol style="list-style-type: none"> <li>(i) administrative material; or</li> <li>(ii) academic material that the Head of School, Director, or Manager of the organisational unit requires to be controlled.</li> </ol>
Current:	A web document is current if it is not historic. Current documents must be kept up-to-date (see section 4.3.4).
External:	A web document is external if it is not internal.
Historic:	A web document is historic if its content will no longer be changed.
Information Owner:	The position or office within the University which has been assigned responsibility, by the University Council or its authorised subordinate bodies, for ensuring that a particular item or category of University information is current and accurate. <p><i>Note: In many cases, the information owner and the authorised source of information will be identical. In some cases, however, they may differ, for example, the AVC (Academic) may be the information owner of course information but Central Student Administration, via Banner, may be the authorised source. Similarly, HRMIS is the information owner of staff details, but Telephone Services is the authorised source for their phone numbers.</i></p>
Internal:	A web document is internal if the entire audience for which its content was prepared consists of some subset of the staff of Victoria University (e.g. minutes, staff forum) and is not made available on a publicly-accessible website.
Metadata:	Information within a web page that is not displayed on the user's browser, but is available to search engines and other online tools to assist in indexing and categorising pages. Metadata identify who is responsible for the page's content, and assist people both within and outside the University to find relevant information.
Subsite:	A subsite is the web site of an organisational unit of the University. The owner of the subsite is the head of that organisational unit.
Web Content Managers:	Staff authorised to publish to the University's web site.
Web Document:	Either a self-contained document (e.g. Word or PDF), or a set of pages (html files) that when taken as a whole, constitute a document.
Web Management Team:	The team responsible for overseeing the implementation of the University's Web Management Framework

## 4 Policy Content and Guidelines

### 4.1 Academic Material

- (a) All academic material published on the University staff intranet or internet sites must be in accordance with the [Communications Systems Policy](#) and the [Information Systems Statute](#),
- (b) Academics publishing academic material on the University staff intranet or internet sites do so within the constraints of the [Conduct Policy](#).

- (c) Some academic material may be controlled, subject to section 4.3.

## **4.2 Administrative Material**

### **4.2.1 Staff Profiles**

- (a) Staff may have material relating to their area of expertise available on the University's websites. Such material is subject to approval by either the relevant Pro Vice-Chancellor, Head of School, or Director of the relevant Centre or Institute.
- (b) The material provided for a Staff Profile may consist of general curriculum vitae information, including publications, previous, current or developing research interests and professional memberships/links relevant to the research and teaching role for which the staff member is employed, and links to the staff member's personal sites containing information of a similar nature.
- (c) Staff Profiles must comply with: the purpose of the site, University policy documentation and NZ laws. Information on Staff Profiles must be accurate and current.
- (d) Personal material, images or text may not be included in a Staff Profile unless the material is both relevant to the person's employment or role/s related to activities engaged in as a staff member, is appropriate to the audience of the staff intranet or University internet on which the material appears, and is approved by the staff member concerned.

### **4.2.2 Information That Is Not Relevant to Employment**

- (a) Content must be appropriate to the audience of the staff intranet or University internet on which the material appears. Content that is not relevant to the person's employment, such as personal interests, family or other private matters is not permitted.
- (b) Links to external sites which are not relevant to the research and teaching role for which a staff member is employed are not permitted.
- (c) The University's Web Management Team will advise web content managers of the presence of any material that may not be relevant to employment so that it may be checked and removed or modified where necessary.
- (d) Where material not relevant to employment is not removed, the Web Management Team will advise the staff member concerned and the relevant manager prior to removing any such content located on any VUW website.

## **4.3 Controlled Material**

The following rules apply to controlled material:

### **4.3.1 Brand**

- (a) All controlled web documents must contain an approved version of the Victoria University of Wellington website logo. This should be placed in the top left hand corner of each page or on the first page of a web document which is not in HTML format (refer to Appendix I and contact the Web Management Team for further information).
- (b) A standard set of templates and associated objects has been provided for subsites. The Marketing Group must approve page design concepts that fall outside of the standard template for brand compliance, prior to publishing (refer to Appendix I and contact the Web Management Team for further information).

#### 4.3.2 Risk Management

- (a) All controlled web documents must contain a link to the disclaimer at <http://www.vuw.ac.nz/home/disclaimer/index.html>, except controlled web documents relating to the VUW-WCE Strategic Partnership, which must contain a link to the disclaimer at <http://www.vuw.ac.nz/vuw-wce/utilities/disclaimer.html>.
- (b) If there are technical or business reasons why a link to the appropriate disclaimer is not possible, a case stating these reasons must be made to the web management team, who must approve this exemption from the policy.

#### 4.3.3 Domain Names and URLs

- (a) Victoria University controlled sites must be registered under the vuw.ac.nz domain using the options outlined in the Web Publishing Guidelines (refer to Appendix III).
- (b) If an exception to (a) is proposed, the organisational unit making this proposal must complete a Request for Non-standard Domain Form and forward it to the Web Management Team for approval (refer to Appendix II).
- (c) Cost recovery charges will be incurred for all domain names that do not follow the approved model.

#### 4.3.4 Accuracy and Currency of Information

- (a) The Web Management Team will create, maintain, and provide to website content managers a register of official sources of accurate and current information in specified categories. Website content managers shall ensure that they use these official sources of information when updating information in these categories.
- (b) Where information is time-dependent, for example course information, website content managers shall indicate prominently on pages they maintain which time period the information pertains to (see the Web Publishing Guidelines for further information - refer to Appendix III.) Such documents should be reviewed before the end of the time period the information relates to.
- (c) All controlled documents must include a last-reviewed date and a contact email address for the site maintainer. Documents not covered by 4.3.4 (b) should be reviewed every three months and the last-reviewed date shall be no less recent than six months from the current date.
- (d) Web content managers must develop appropriate audit practice to ensure regular content audits of controlled material are carried out no less than every six months. Any inaccurate content must be updated and any historic content must be clearly identified to the user or archived as appropriate. In particular, information on all pages concerning the courses and programmes of study offered by the University must be current and accurate at all times.

#### 4.3.5 Navigation

- (a) A website providing access to controlled material must enable the user to establish easily and quickly where they are on the site, and how to get to the information they want. This involves navigation both 'upwards' (that is, towards the University home page) and 'downwards' (that is, towards lower levels within the home site or a subsite).
- (b) To facilitate navigation upwards, all controlled pages on the VUW website must contain a clear and easy-to-follow link to the VUW homepage, as well as a link to the homepage of the subsite of which they are a part.

- (c) To facilitate navigation downwards, pages at a high level on the VUW site (subsite home pages and index pages within subsites) must provide comprehensive and easy to browse directories, 'site maps', and/or navigation menus that enable users quickly and efficiently to locate sites and information at a lower level.
- (d) If there are technical or business reasons why any required navigation elements cannot be provided, a case stating these reasons must be made to the Web Management Team, who must approve this exemption from the policy.

#### **4.3.6 Accessibility**

- (a) There are accessibility standards associated with this policy. Controlled material should be developed in accordance with these standards, stated in the Web Publishing Guidelines (refer to Appendix III).
- (b) If an administrative unit wishes to develop a web site that breaches these Guidelines in one or more respects, it should contact the Web Management Team, outlining the business reason for each proposed departure from the Guidelines. The Web Management Team must approve any such departure from the Guidelines (refer to Appendix III).

#### **4.3.7 Metadata**

- (a) All home site pages, subsite homepages, and subsite pages providing access to controlled material must include relevant metadata in the Description, Keywords, and Author fields, as well as having a meaningful Title tag. The optional metadata tags Robots and Reply-to may also be used. See the Web Publishing Guidelines for more on the appropriate use of metadata (refer to Appendix III).
- (b) If there are technical or business reasons why such metadata cannot be provided, a case stating these reasons must be made to the Web Management Team, who must approve this exemption from the policy.

#### **4.3.8 Format**

All controlled web documents should be available in at least one open non-proprietary standard. See the Web Publishing Guidelines (refer to Appendix III).

#### **4.4 Use of External Developers**

University administrative units may decide to outsource the development and/or maintenance of their web sites to external web development companies. In such situations, it is the responsibility of the head of the administrative unit to ensure that the web developers comply with this Policy. In addition, the web developers must meet any technical and security requirements specified by the University, and must also familiarise themselves with the standards for external web developers within the Web Publishing Guidelines (refer to Appendix III).

#### **4.5 Staff Competency Requirements**

To ensure the above requirements of this Policy are met, University content managers need to have an adequate level of competence in the tools they will be using, and in the application of this policy and the associated Web Publishing Guidelines. Before staff members can take on the responsibility of maintaining University web sites, the head of their administrative unit will need to ensure that they have this competence. The Web Management Team will provide training in the application of the policy and Guidelines where necessary, and facilitate the provision of training in an appropriate level of web maintenance skills. Such training will also

be made available to staff members who, at the time this policy is adopted, are responsible for maintaining University web sites.

#### **4.6 Misconduct**

Failure to abide by this policy may amount to misconduct or, depending on the circumstances, serious misconduct. Minor breaches of a persistent or repeated nature may also result in dismissal. In such circumstances, the discipline and dismissal procedures outlined in the Conduct Policy will be followed.

### **5 Legislative Compliance**

Although the University is required to manage its policy documentation within a legislative framework; there is no specific legislation directing this policy.

### **6 References**

[Information Systems Statute](#)

[Conduct Policy](#)

[Communications Systems Policy](#)

Web Strategy (approved by SMT 9.7.02)

Web Management Framework (approved by SMT 30.7.02)

Previous Version: [Web Publishing Policy](#)

### **7 Appendices**

I [Web Brand Guidelines](#)

II [Request for Non-Standard Domain Form](#)

III [Web Publishing Guidelines](#)

### **8 Approval Agency**

Approval Agency

### **9 Approval Dates**

This policy was originally approved on: 25 November 2003

This version was approved on: 9 October 2007

This version takes effect from: 9 October 2007

This policy will be reviewed by: 9 October 2008

### **10 Policy Sponsor**

Vice-Chancellor

### **11 Contact Person**

The following person may be approached on a routine basis in relation to this policy:

Online Services Manager

Ext: 9493