

**OLDS COLLEGE
POLICIES AND PROCEDURES MANUAL**

CATEGORY: **A. General**

SUBJECT: **Web Site Policy**

POLICY NUMBER: **A27**

CROSS REFERENCE:

APPROVALS

New/Revision

Board of Governors	Academic Council	Academic Coordinating Committee	Administrative Services Committee	Executive Committee
Date: 2006/03/23	Date:	Date:	Date: 2006/03/13	Date: 2006/03/06

POLICY STATEMENT

1. Purpose of Olds College Web Site

The primary objective of the Olds College web site is to provide an instant, interactive channel for the distribution of information about the college's mission, programs, services, faculty, staff, students, and events to current and prospective students, faculty and staff, and the general public seeking information about Olds College and its resources.

Olds College's web site should support the learning, teaching, scholarship, and institutional administration processes of the college and will portray Olds College as an accessible, friendly and progressive college with sound educational and applied research programs.

Olds College's web site should support the college's vision and mission.

2. Scope of the Policy

Web pages to be considered part of the Olds College web site are pages residing on college web space that are accessible from anywhere in the world through the Internet. This policy covers purposes, procedures and guidelines for these Olds College web pages only.

a. Official College Pages

Pages to be considered official college pages are those which are created or commissioned by college personnel in their official capacities. These include the pages of the official units of Olds College, academic departments and programs,

faculty programs, administrative offices, student services and all online publications of these units.

When creating these pages, creators should follow the guidelines outlined in Olds College Web Guidelines. Olds College reserves the right not to link to these pages if the guidelines are not followed.

b. Personal Pages

Pages to be considered personal pages are personal pages (personal homepages and subsequent personal pages) of students, faculty, staff and alumni, residing on Olds College's servers. Individuals are responsible for their own personal pages. The college is neither responsible for the content of these personal pages, nor for the links from these pages, nor for content on sites linked to these pages. However, should a complaint arise about material on a personal page, access to that page might be suspended until further examination and consideration of these materials in light of Olds College Web Policy.

3. Purpose of Policy for Official College Web Publishing

Olds College considers the web site of the college an official college publication. Therefore the standards for content, graphic design, consistency and coherence with the college's image that apply to its official print publications also apply to the web site.

The Olds College Web Guidelines were formulated in order to reflect the main purposes of the Olds College Web Policy, which are:

To establish and maintain consistency and coherence between the Olds College homepage and all official and personal pages of the college website.

To make sure that official college pages are current, accurate and appropriate for online use.

To assure that the content of the official pages is in accordance with the college's mission.

GUIDELINES

1. Official Publishing Guidelines

When publishing on Olds College web space, publishers are responsible for the content of the pages they create and are expected to adhere to the highest standards of quality and responsibility. Publishers are also required to observe all existing college policies (e.g. Harassment Policy, Acceptable Use Policy – Computing and Network Resources, etc.) and all Canadian and international laws concerning appropriate use of computers. Further, they must comply with all laws and guidelines governing copyrights, intellectual property and privacy.

2. Content Guidelines

a. Purpose of Content Guidelines

The purpose of the content guidelines to be followed by publishers of web pages on college web space is to aid users in identifying the origin and relationships of pages, further to assure consistent and predictable access to interface elements and a consistent graphic design scheme for pages residing on Olds College web space.

Following the content guidelines is of primary importance because many of these pages may be the first point of contact with potential students and may create the desire in these users to explore more fully the programs and services of Olds College.

b. Content Guidelines for Official College Pages

All official college web pages shall contain certain elements to assure consistency and coherence. Use of web templates from the Office of Advancement will help ensure that the various guidelines are followed.

At the minimum, front pages of college units should contain the following:

- a structure based on the latest web template, if available
- the official Olds College Web logo/graphic linked to the Olds College homepage
- the official title of the unit
- links to any sub- or super-unit pages
- link to a listing of faculty and staff
- an email address for a person from the unit for comments or questions
- a link to the Olds College copyright statement

At the minimum, official college pages subsequent to unit front pages should contain the following information:

- a link to the Olds College home page
- a link to the unit's front page
- an email address for a person from the unit for comments or questions
- a link to the Olds College copyright statement

Any page collecting information from visitors must contain a link to the Olds College FOIP guidelines.

Usage of the Olds College branding must comply with the usage guidelines established by the Office of Advancement.

c. Content Guidelines for Personal Pages

The guidelines for the content of personal pages require that all individual and instructional pages contain certain elements in order to present Olds College as a coherent and consistent source of information.

Personal front pages should contain the following information:

- a link to the main page of the personal pages section of the Olds College website
- a link to the "Disclaimer Statement for personal homepages at Olds College"
- identification as a personal page
- the full name and position (student, faculty, staff) of the publisher
- email address of the author for comments or questions

Personal pages subsequent to the personal front page should contain the following information:

- a link to the author's front page

d. Content Guidelines for Commercial Use, Advertising, Underwriting and Recognition

Olds College web pages may not be used for commercial purposes, for personal financial gain or any other use inconsistent with this policy.

Olds College web pages maintained on Olds College web servers may not contain advertising.

A division, school, department, unit or program of Olds College may display information and provide links to sponsors that underwrite an activity to indicate sponsorship, subject to approval from the Office of Advancement and in accordance with the Olds College Naming Policy and Donor recognition Guidelines.

Advertising in this instance means “promotional information provided in exchange for consideration, including, but not limited to, messages containing qualitative or comparative language, price information, or other indication of savings or value; endorsements; or inducements to purchase, sell or use certain products or services”.

3. Appropriate Use

All content on Olds College web space is bound by the tenets of appropriate use. Appropriate use is providing information through web pages which support the mission of the college or which may be of general interest to the college community, within the limits of Olds College Policies, and community and professional standards of communication and decency.

WEBSITE ADMINISTRATION

The Olds College Office of Advancement will bear full responsibility for project coordination between the college content providers, IS and the Web Developer. Issues regarding content, graphics, design, consistency and coherence with the college's image are entirely between Advancement and the content provider.

1. Office of Advancement

The responsibilities of the Office of Advancement with regard to the Olds College website include but are not limited to:

- recommending changes, developing strategies and making suggestions for future growth of the website;
- organizing information for publishing consistent with guidelines;
- working together with information providers within the college to organize and oversee the structural and graphic design and redesign of the Olds College website and its constituent elements;
- coordinating periodic updates and revisions contained on the web pages with information providers within the college in order to ensure that information provided is current and consistent.

2. Information Systems

Information Systems is responsible for the maintenance of the computing and networking facilities necessary for the functioning of the Olds College web site and for assuring and upholding the security and reliability of these facilities. To make this feasible, IS reserves the right to deny the implementation of certain features on pages, especially in the case of dynamic pages and scripts inasmuch as they can pose severe security hazards to the Olds College web space. IS is also responsible for the assigning of an appropriate amount of available server space to the users of Olds College web space. Due to the fact of server space being both finite and an asset needed by many within the college community, IS also has the right to enforce space and network traffic limitations upon users.

3. Other Personnel

In much the same way as with other official college publications, college faculty and staff members are expected to assist with the development, creation and maintenance of the Olds College web pages. Parallel to their official positions and capacities and in accord with their relevant competencies and responsibilities, they are responsible for corresponding parts and aspects of the Olds College website.

VIOLATIONS OF THE POLICY

Olds College reserves the right to immediately suspend from network access pages which are in obvious violation of this policy or related regulations or laws. The Vice President of Advancement, or a person appointed by the Vice President, will be responsible for appropriate measures to resolve such cases.

If a page is only suspected or believed to be in violation of the regulations mentioned before, the Olds College Web Coordinator reserves the right to temporarily mark it as such with the help of available technologies, and forward an opinion along with supporting documentation to the Vice President of Advancement or a person appointed by the Vice President. The decision about suspension from network access, or removal of the mark from these pages will remain with the Vice President or a person appointed by the Vice President.

IMPLEMENTATION AND ADMINISTRATIVE RESPONSIBILITY

The Vice-President, Office of Advancement. This policy will be subject to review at least every three (3) years.