

## WEBSITE ADMINISTRATION

This document is the parent policy for any College procedures. Questions regarding this policy are to be directed to the identified Policy Owner.

<b>Category:</b>	B. Administration
<b>Policy Number:</b>	B11
<b>Approval Date:</b>	June 9, 2020
<b>Effective Date:</b>	June 9, 2020
<b>Policy Owner:</b>	Vice President, Development
<b>Objective:</b>	To govern the development and maintenance of Olds College of Agriculture & Technology's (the "College") external website and intranet (OC Connect) as primary marketing and communication tools that reflect and enhance the College's brand identity.
<b>Policy:</b>	<p>The Corporate Communications and Marketing department will provide centralized oversight and leadership in developing and advancing the College's external website (<a href="http://www.oldscollege.ca">www.oldscollege.ca</a>) and our internal intranet, OC Connect.</p> <p>The external website is designed for external stakeholders, and reflects the College's overall brand, mandate and mission. The website is a strategic brand tool used to recruit students, faculty and staff, enhance the College's reputation and profile, generate revenue, and engage with the external community. Content on the website should be user friendly, easy to navigate and optimized for compatibility with mobile devices, searchability, and sharing on social media.</p> <p>OC Connect is a secure intranet site designed for College staff and faculty. OC Connect provides a central location for employees to access information, internal tools and forms, and collaborate with each other. A committee made up of representatives from across campus will be maintained to support the development, feedback, and purpose of OC Connect.</p>
<b>Definitions:</b>	<p><b>External website:</b> <a href="http://www.oldscollege.ca">www.oldscollege.ca</a> accessible by the public.</p> <p><b>Intranet:</b> Internal, secure website that is only accessible by College staff.</p>
<b>Related Information:</b>	B01 Code of Conduct Policy <a href="#">Brand Guidelines</a>
<b>Related Procedures:</b>	B11 Website Governance Procedure
<b>Review Period:</b>	3 years

**Revision History:**

Revised: March 23, 2006  
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