Introduction

The University's corporate website is a large, diverse and complex information system. It consists of a collection of files that sit on our corporate web server, within the domain federation.edu.au.

The University corporate website is:
- a core business and communication tool, providing information/services for students and staff
- a core marketing and promotional tool locally, nationally and internationally.

The primary aims of the University corporate website are to:
- promote the University’s brand, values, capabilities, expertise and activities
- attract and recruit people to study at the University
- provide information and services that are responsive to our internal user and business needs
- facilitate relationships with business, industry and the community

For many people and prospective students, the corporate website is the only contact they have or will ever have with the University.

Objectives

The objectives of this guideline are to:
- provide a common understanding of the responsibilities of different parts of the organisation regarding our corporate web presence
• provide a common understanding of the processes by which major change is made to our corporate web presence
• assist the University to manage our corporate web presence in a structured and strategic manner

Scope

These guidelines provide a framework for the management of the University's corporate web presence. This includes:

• University homepage
• School sub-sites
• Portfolio sub-sites
• User/audience oriented sub-sites
• All site navigation
• Staff web pages
• Centres and commercial units with sites hosted on the corporate server
• Databases and online applications hosted on the corporate web server
• Externally hosted / FedUni-branded sites

It does not include:

• All Campus Solutions applications
• Outlook/Lync applications
• Learning management systems (LMSs)
• Externally hosted / FedUni-branded sites

University-wide web management

Web governance

The Centre for eResearch and Digital Innovation (CeRDI) provides the strategic framework for the University's web presence, and is the authoritative body for all decisions made relating to the University web presence.

Corporate web team

The corporate web team is responsible for centrally administering the University's corporate web presence. It both advises and implements decisions made by CeRDI.

The team has overarching responsibility for:

• content standards
• design standards
• information architecture
• creation and maintenance of directory structures
• web usability and accessibility compliance and training
• Content Management System (CMS) administration, management and development
• web application maintenance, management and development
• training and support for the distributed web publishing model
• co-ordinating key areas of the corporate website to ensure information is in line with communication needs of the University, stakeholder communities and site visitors:
  1. University homepage
  2. High-level landing pages
  3. Supplemental navigation features (sitemap, search, A-Z index)
  4. Other areas of the site as determined by CeRDI.
• managing access and permissions on the corporate web server
• quality assurance and compliance as it applies to the corporate web presence
• authorising and managing the use of external agencies for corporate web development
• actioning technical enquiries
• first line enquiry for all web enquiries

**Information Technology Services (ITS)**

Whilst specific application management may be conducted by the corporate web team, Information Technology Services (ITS) has overall technical responsibility for supporting the University's web presence. ITS is responsible for:

• monitoring and supporting web applications in conjunction with the corporate web team
• monitoring overall security and other matters relating to the technical architecture and infrastructure
• providing technical advice and support to the corporate web team on corporate server directory structure and other development protocols including relevant software
• domain administration on the corporate server and non-standard URLs
• site hosting

**Business responsibilities**

**Schools, portfolios and administrative units**

Each area of the University has responsibility for:

• the creation and maintenance of relevant, current and accurate web content that describes and facilitates access to their services or information that falls within their operational responsibility
• the identification of a site owner within the operational unit with which editorial responsibility lies
• the identification and support of appropriately skilled staff within the area to manage web content
• following the web standards and guidelines

**Site owners**

Site owners are the internal business owners of specific content.

**Responsibilities:**

• editorial responsibility for a section of content
• identifying and supporting appropriately skilled staff to develop and maintain web content
• awareness of web policies and standards
• authorise the workflow process for their area and initiate change when required (e.g. when staff leave)
• may choose to be part of the workflow process or delegate approval responsibility

Site owners are listed on webpages for which they are responsible, defined as “Authorised by: Position title”.

The corporate web team maintains a site owners list, and will correspond with them in relation to relevant training, support and issues.

Content coordinators

Content coordinators lead the development and management of content within their area. Whilst there may be more than one content publisher for any given webpage/subsite, there will only be one content coordinator.

Responsibilities:
• coordinate preparation and publication of information across all pages for which they are responsible
• evaluate and review existing content regularly
• ensure website information remains current and relevant to the needs of users
• ensure content is proof-read prior to being uploaded
• provide quality assurance by assessing new, and reviewing existing, content to ensure consistency, currency, relevancy and accuracy
• manage changes, in conjunction with the corporate web team, to template features as required
• must adhere to the web standards and guidelines
• may also be content publishers but, where they are not, may approve web content to go live
• liaise with the corporate web team to ensure all of above and to resolve problems or technical issues

Required skills:
• Ability to liaise with relevant groups and individuals (content publishers, site owners, corporate web team)
• Understanding and ability to apply web policies and processes outlined in the web standards and guidelines
• Content management skills
• Copywriting and editing skills in the context of the web

Content coordinators are listed on the webpages for which they are responsible, defined as
“Content coordinated by: First Name/ Last Name”.

The corporate web team supports content coordinators and ensures they have the appropriate information to develop, maintain and manage their content.

The corporate web team maintains a content coordinators list, and will correspond with them in relation to relevant training, support and issues.

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.

Within their operational area, content publishers:
• create new web content for which they are given responsibility
evaluate and review existing content regularly
ensure website information remains current and relevant to the needs of users
submit content into the first stage of the workflow process for approval by designated content approvers in accordance with pre-determined workflow

The corporate web team supports content publishers and ensures they have the appropriate information to develop and maintain their content.

The corporate web team maintains a content publishers list, and will correspond with them in relation to relevant training, support and issues.

External agencies

All work on the University's corporate web presence is undertaken or coordinated by the corporate web team.

However, there are times where the use of external agencies may be required due to resource and skills constraints within the University. This may include:

- Database and application development and maintenance
- Graphic design
- Marketing and promotional material
- Copywriting and editing

In all cases, the corporate web team must be engaged prior to any external agency being commissioned.

Meeting with the corporate web team before any discussion with an external agency occurs will:

- eliminate avoidable expense if the work can instead be done in-house by the corporate web team and/or ITS
- determine the extent of the corporate web team’s involvement in the project
- determine whether a preferred provider can be used for the project
- ensure that the parameters of the external project are clearly determined
- ensure that the appropriate guidelines, standards and processes are adhered to
- reduce expense if work needs to be re-done to meet standards and technical environment

Work completed by external agencies will not be permitted on the corporate server if prior approval has not been granted by the corporate web team.

Managing change

Right of appeal

Any decision made by the corporate web team can be appealed through the Director, CeRDI.

Changes to the Web Management Guidelines

Requests for changes to these guidelines can be made through the corporate web team.

Implementation
The [Web Management Guidelines](#) will be implemented throughout the University via:

1. a news item under 'Staff news' on the University website and through the University Policy - ‘Recently Approved Documents’ webpage to alert the University-wide community of the approved Guidelines; and
2. inclusion in the [University's Policy Library](#)