

Policy Title: **Web Content Management**

Descriptors : 1) Web 2) Website 3) WebCMS 4) Management

Category : Information Technologies

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1. **Intent**

To establish a common framework for the management of web-based content and services available from the Edith Cowan University (ECU) internet or intranet.

2. **Organisational Scope**

This policy applies to all staff responsible for web-based content and services available via the ECU internet or intranet.

3. **Definitions**

Business Area – a School, Faculty, Centre or Section of the University with responsibility for web-based content

Content owner – a person (or nominee) who has authority to approve web-based content prior to publication.

External accounts – are 'ECU Access Only' accounts created for the purposes of editing WebCMS content.

Web-based content – content published or services provided on internal or external ECU web systems.

Web Content Management System (WebCMS) – a software system designed to manage and publish content.

4. Policy Content

4.1 General Principles

- 4.1.1 Web-based content and the systems managing this content must comply with the ECU Information Technology Policy.
- 4.1.2 All web-based content published by ECU, or any business unit of ECU, must:
 - (a) Be accessible under the '.ecu.edu.au' domain.
 - (b) Conform to the content management guidelines defined in this policy and the Corporate Web Style Guidelines (ref);
 - (c) Be implemented using the ECU Corporate Web Content Management System (WebCMS).
- 4.1.3 Compliance with this and related policy, guidelines and standards is managed through the ECU Corporate WebCMS using the functions and templates it provides.
- 4.1.4 All requests for exceptions to this policy must be approved by the Deputy Vice-Chancellor (Academic).

4.2 Web Governance

- 4.2.1 The Deputy Vice-Chancellor (Academic) has executive responsibility for the ECU web presence.
- 4.2.2 The Web Business Manager will be responsible for:
 - (a) The planning, coordination and delivery of all web-based content in accordance with this policy;
 - (b) Ensuring compliance of ECU web-based content with this policy;
 - (c) Maintaining appropriate governance structures for the implementation and maintenance of ECU web-based content in accordance with this and related policies;
 - (d) Establishing and chairing an advisory group representing all Faculties and Centres to provide guidance and input on web-related matters at ECU;
 - (e) Maintaining and reporting on performance indicators demonstrating the performance of web-based systems as identified by the Vice-Chancellor's Planning and Management Group (VCPMG);
 - (f) Maintaining a risk register documenting the known risks relating to web-based systems at ECU.
- 4.2.3 The ECU **Web Advisory Committee (WAC)** is a group consisting of senior representatives of stakeholders in the ECU Web presence and is responsible for:

- (a) Identifying opportunities and assisting in the development of business cases for major changes;
- (b) Making recommendations to the Deputy Vice-Chancellor (Academic) on:
 - The policies, guidelines and standards applied to the design and management of ECU web-based content;
 - The implementation and priority of major changes to the ECU Web presence; and
 - Requests to deviate from agreed standards.
- (c) Developing and reviewing this policy, monitoring its implementation and making recommendations to the Deputy Vice-Chancellor (Academic) on amendments as required.

4.2.4 The composition of the WAC is as follows:

- Deputy Vice-Chancellor (Academic) – Chair
- Web Business Manager
- Executive Deans (or nominee)
- Dean, Faculty of Regional Professional Studies (or nominee)
- Dean, Graduate Research School (or nominee)
- Manager, Corporate Marketing Office (or nominee)
- Manager, Public and Corporate Relations (or nominee)
- Centre Directors (or nominee)
- A representative from the Academic Services Committee
- A representative of the Student Guild

4.3 Content Management and Publication

4.3.1 All web-based content hosted by ECU will;

- (a) Be managed and delivered by the WebCMS;
- (b) Be allocated a review date which, if reached before the content is reviewed, will be used to remove the content from public view until such time as the content is reviewed, authorised and re-published.
- (c) Be allocated a *content-owner* who will be responsible for approving and authorising content prior to publication;
- (d) Carry the ECU Copyright, Disclaimer, Privacy and Accessibility statements or approved alternatives in accordance with the ECU Corporate Web Style Guidelines.
- (e) Comply with the following ECU policies and guidelines:

- ECU Logo policy (ad071)
 - Corporate Web Style Guide
 - Website Quality Assurance Checklist
 - Information Technology Policy (it043)
 - Records Management Policy (ad022)
- (f) Comply with relevant copyright, records management, intellectual property, and accessibility legislation.
- (g) Be indexed in accordance with the ECU metadata standards.

4.3.2 All web-based content must be approved by the content-owner or nominee prior to publication.

4.4 Use of the Web Content Management System

4.4.1 Business areas are responsible for defining the roles and responsibilities for web content approvals. The business area will document the positions which have responsibility for approving content.

4.4.2 All business areas are wholly responsible for the content of their websites.

- (a) For content in the WebCMS, compliance with approval process and review cycles is managed through the WebCMS 'Workflow' process.
- (b) For content on systems approved for publication outside the WebCMS in accordance with 4.1.4, the content ownership, approval and review processes must be documented and approved by the Web Business Manager.

4.4.3 Access to the WebCMS will be provided to the ECU staff and students who have:

- (a) been authorised by a content-owner to maintain content in the system; and
- (b) completed mandatory WebCMS training.

4.4.4 External accounts access to the WebCMS may be granted at the discretion of the Web Business Manager, and will require the external account seeker to complete an "ECU Access Only" account request.

4.4.5 The development and maintenance of system components available in the WebCMS is restricted to the Corporate Web Team.

4.4.6 Development and maintenance of system components includes:

- Creation of new websites;
- Creation of new branches and sub-branches to existing website structures;

- Creation and maintenance of workflows, data capture, and presentation templates; and
- Implementation of advanced WebCMS asset types not associated with 'standard page assets'.

4.4.7 Any development of system components within the ECU WebCMS system carried out by persons other than those in the Corporate Web Team is in violation of this policy.

5. References

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Amendments:		
Related Policies/Documents:	Intellectual Property - Development [co001] ECU Logo Policy [ad071] Records Management Policy [ad022] Information Technology Policy [it043] Corporate Web Style Guidelines Website Quality Assurance Checklist	

6. Contact Information

Contact Person:	Web Business Manager, Andrew Dunbar
Telephone:	6304 3869
Email address:	a.dunbar@ecu.edu.au