




DOCUMENT TYPE	D	
ADMINISTRATIVE	5	
INFORMATION & COMMUNICATIONS TECH.	6	
WEBSITE MANAGEMENT DEVELOPMENT	4	
NUMBER	003	
		Policy Database Document Reference Number 564003D

WEBSITE AND INTRANET COMPLIANCE PROCEDURE

Parent Policy Title	Website Operational Framework Policy Staff Intranet Operational Framework Policy														
Associated Procedures	Not Applicable														
Preamble	<p>All content on La Trobe University's corporate website and staff intranet must be presented in an appropriate format for online delivery, receive an appropriate level of authorisation, be regularly reviewed to ensure accuracy, currency and effectiveness, and meet the University's high standards of quality assurance.</p> <p>In addition, website content must comply with: relevant La Trobe University policy, relevant State and Commonwealth legislation; international web publishing standards, including accessibility requirements; and the mandatory features and considerations set out in the University's Web Development Guide.</p> <p>Failure to comply with established policy and guidelines will be treated seriously and immediate action taken to rectify the situation.</p>														
General	<p>Web pages that are found to be in breach of the La Trobe University Website Operational Framework Policy, La Trobe University Intranet Operational Framework Policy or the University's Web Development Guide will be brought to the attention of the Site Owner and Site Publisher and a suitable course of action requested.</p> <p>The Site Owner is the person responsible for the content and quality of a sub-site, including ensuring the webpages published within the sub-site comply with the University's website policy. The Site Publisher (usually specified in the webpage footer) is the person who has been delegated responsibility for updating and maintaining the sub-site.</p>														
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1. Escalation – stage 1	<p>For webpages on the La Trobe University’s corporate website, the Site Owner and/or Site Publisher will be contacted by the Web Team Manager or the Web Marketing Manager in the first instance. The problem will be identified and a solution suggested.</p> <p>For intranet pages, the Site Owner and/or Site Publisher will be contacted by Manager, Internal Communications or Intranet Administrator.</p>
2. Escalation – stage 2	<p>If the requested action is not taken within an agreed upon time-frame, the Web Team Manager, Web Marketing Manager or Manager, Internal Communications will approach the relevant Dean or Divisional Manager.</p>
3. Escalation – stage 3	<p>If the requested action is still not taken for webpages on the La Trobe University’s corporate website, the Web Team Manager or Web Marketing Manager will inform the Manager, Online Services and Director, Marketing & Promotions (and/or the Executive Director, Marketing and Engagement, and/or the Chief Information Officer), who will again approach the Dean or Head of Unit/Campus.</p> <p>If the requested action is still not taken for webpages on the staff intranet, the Manager, Internal Communications will inform the Manager, Online Services and/or the Executive Director, Marketing and Engagement, and/or the Chief Information Officer, who will again approach the Dean or Head of Unit/Campus.</p>
4. Escalation – stage 4	<p>If the suggested action is still not taken the page or sub-site in question will be removed from the University web server.</p>
5. Escalation – stage 5	<p>If deemed appropriate by the Executive Director, Marketing and Engagement and/or the Chief Information Officer, this action will be brought to the attention of the Vice-Chancellor.</p>
6. Timeframe	<p>Depending on the severity of the breach, Site Owners will be required to comply with the requested action within an agreed timeframe, after which time the page may be removed from the web server.</p> <p>If the Site Owner feels that they are unable to comply within the timeframe, they should notify the Online Services Manager of the exception.</p> <p>If it is not clear who the Site Owner is, the sub-site will be removed from the web server until the appropriate person is identified.</p> <p>The University reserves the right to remove any sub-sites or pages where deemed necessary, and to remove any pages with non-current information.</p> <p>In the event of a serious breach of University policy or relevant legislation, web pages may be removed without notice by authority of the Chief Information Officer.</p>
Status	<p>New. Approved by the Senior Management Committee, 24 July 2009.</p>

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Approval Body	Senior Management Committee
Initiating Body	Executive Director, Marketing and Engagement
Date Effective	24 July 2009
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Next Review Date	31 August 2011
Owner/Sponsor	Manager, Online Services Director, Marketing & Promotions
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