




<b>DOCUMENT TYPE</b>	<b>P</b>	
<b>ADMINISTRATIVE</b>	<b>5</b>	
<b>INFORMATION AND COMMUNICATIONS TECH.</b>	<b>6</b>	
<b>WEBSITE MANAGEMENT DEVELOPMENT</b>	<b>4</b>	
<b>NUMBER</b>	<b>001</b>	
		Policy Database Document Reference Number <b>564001P</b>

## WEBSITE OPERATIONAL FRAMEWORK POLICY


<b>Purpose/ objectives</b>	<p>The promotion of the University as a leading Australian university, locally, nationally and internationally;</p> <p>The provision of high quality, accurate and up-to-date information about the University to its key external audiences;</p> <p>The strategic objectives of the University, as outlined in the University's Strategic Plan</p> <p>The University's statement of purpose and institutional values.</p> <p>The objectives of this policy are to:</p> <ul style="list-style-type: none"> <li>▪ define the intention and operational framework of La Trobe University's corporate public-facing website and digital channels that officially represent the University;</li> <li>▪ enable sound decision-making and planning processes for website re-development;</li> <li>▪ set quality standards for publication on the website;</li> <li>▪ provide clear lines of responsibility for ownership and maintenance of webpages;</li> <li>▪ limit the legal liability of the University.</li> </ul>
<b>Scope/ Application</b>	<p>All faculties, schools, departments and divisional units</p> <p>All campuses</p> <p>All materials published on any public-facing University web server that uses the domain name 'latrobe.edu.au'. This includes any third party materials that may be hosted on any University web server. This excludes the staff intranet and learning management system for which separate policies apply.</p> <p>All materials hosted on third party sites / social media channels that officially represent La Trobe University.</p> <p>All site owners and site publishers must comply with this policy and associated procedures. This includes all staff and students, and contractors who are authorised to publish to the University website.</p>
<b>Policy Statement</b>	<p>La Trobe University's website and its ancillary digital channels serve as a means of providing high quality, accurate and engaging information to prospective students, staff, the community and our key external audiences about all aspects of the University. The reputation and image of La Trobe University is influenced by the information published on its website and ancillary channels. Consequently, website content requires clear ownership and strategic management.</p> <p>Site owners (usually the Dean or head of department or functional head) are accountable for the content and quality of sites for which they are responsible.</p> <p>Website content must comply with: relevant La Trobe University policy, relevant State and Commonwealth legislation; and should, as far as practicable, comply with international web publishing standards, including accessibility requirements; and the</p>

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	guidelines and advice provided in the University's <a href="#">Web Development Support site</a> .
<b>Supporting Procedures</b>	<p>Website Operational Procedure</p> <p>Social Media Procedure</p> <p>Website and Intranet Compliance Procedure</p>
<b>Responsibility for implementation</b>	<p>The following University staff have been delegated with responsibilities relating to the management of website content:</p> <p>Vice-Chancellor</p> <p>Senior Deputy Vice-Chancellor</p> <p>Deputy Vice-Chancellor (Education)</p> <p>Deputy Vice-Chancellor (Research)</p> <p>Executive Director, Marketing and Engagement</p> <p>Associate Director, Digital Marketing</p> <p>Chief Information Officer</p> <p>Manager, Online Services</p> <p>Site Owners</p> <p>Site Publishers</p>
<b>Responsibility for monitoring implementation and compliance</b>	<p>The Web Steering Committee will be responsible for reviewing this policy and related guidelines and procedures, monitoring implementation and compliance, and high level decision-making relating to the design and content of the website, including top level information architecture.</p> <p>The following staff will play a key role in day-to-day monitoring, implementation and compliance:</p> <p>Web Team Manager</p> <p>Web Marketing Strategist</p>
<b>Status</b>	<p>Minor changes to wording endorsed by Web Steering Committee early November 2011. Revisions approved by the Chair, PRC in his capacity as Vice-Chancellor, 12 August 2011, Minute 39.8; endorsed by the Directors' Committee, 12 July 2011. Prior approval Senior Management Committee, 7/2009.</p> <p>The implementation of the latest version of this policy supersedes all previous versions.</p>
<b>Key stakeholders</b>	<p>Chief Information Officer</p> <p>Executive Director, Marketing and Engagement</p> <p>Senior Deputy Vice-Chancellor</p> <p>Manager, Online Services</p> <p>Associate Director, Digital Marketing</p> <p>Deans and Divisional Heads</p>

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<b>Approval Body</b>	Vice-Chancellor on recommendation of the Planning and Resource Committee.
<b>Initiating Body or person(s)</b>	Executive Director, Marketing & Engagement
<b>Definitions</b>	<p><b>Digital channels:</b> Electronic communications paths that use social media (e.g. Facebook, YouTube) as avenues for social interaction/ two-way, interactive dialogue.</p> <p><b>Domain name:</b> Domain names are hostnames that identify web sites.</p> <p><b>External web server:</b> A web server that is not located within the La Trobe University network.</p> <p><b>La Trobe University homepage:</b> The homepage is the front page of the University website and is found at <a href="http://www.latrobe.edu.au">www.latrobe.edu.au</a></p> <p><b>La Trobe University website (or “corporate website”):</b> Any webpage that uses the domain ‘latrobe.edu.au’ is considered to be part of La Trobe University’s corporate website. This does not include sites that are hosted by La Trobe on behalf of external clients (e.g. La Trobe University Credit Union).</p> <p><b>Mobile applications:</b> Mobile applications (apps) are pieces of software developed for handheld devices such as mobile phones, iPads and personal digital assistants.</p> <p><b>Public-facing:</b> Content intended for external, non-La Trobe audiences.</p> <p><b>Site Owner:</b> The person responsible for the content and quality of the sub-site. The site owner (usually the Dean or head of department or functional head) may delegate web content and development tasks to a nominated representative (the site publisher).</p> <p><b>Site Publisher:</b> The person who updates and maintains a webpage or collection of webpages.</p> <p><b>Social media:</b> The term 'social media' broadly describes technologies that underpin the creation and exchange of user-generated content. Typified by sites such as Facebook, Twitter et al, social media enables people to share information and resources.</p> <p><b>Sub-site:</b> A sub-site is a collection of webpages that make up a subsidiary site of the La Trobe University website (e.g. the Future Students sub-site, faculty, campus or business unit sub-sites).</p>
<b>Related legislation</b>	<ul style="list-style-type: none"> <li>• <a href="#">Disability Discrimination Act 1992 (Cwlth)</a></li> <li>• <a href="#">Disability Standards for Education 2005</a></li> <li>• <a href="#">Equal Opportunity Act 2010 (Vic)</a></li> <li>• <a href="#">The Charter of Human Rights and Responsibilities 2010 (Vic)</a></li> <li>• <a href="#">Copyright Act 1968 (Cwlth)</a></li> <li>• <a href="#">Education Services for Overseas Students Act 2000 (Cwlth)</a></li> <li>• <a href="#">Information Privacy Act 2000 (Victoria)</a></li> <li>• <a href="#">Racial Discrimination Act 1975 (Cwlth)</a></li> </ul>

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	<ul style="list-style-type: none"> <li>• <a href="#">Sex Discrimination Act 1984 (Cwlth)</a></li> <li>• <a href="#">Trade Marks Act 1995 (Cwlth)</a></li> </ul>
<b>Related Policy and other documents</b>	<ul style="list-style-type: none"> <li>▪ <a href="#">La Trobe University Copyright Obligations and Guidelines</a></li> <li>▪ <a href="#">Use of Computer Facilities Statute (2009)</a></li> <li>▪ <a href="#">La Trobe University Internet Code of Practice</a></li> <li>▪ <a href="#">La Trobe University Privacy Policies</a></li> <li>▪ <a href="#">La Trobe University Web Development Guide</a></li> <li>▪ La Trobe University Web Editorial Style Guide (in development)</li> <li>▪ <a href="#">World Wide Web Consortium (W3C) Standards</a></li> <li>▪ <a href="#">World Wide Web Access: Disability Discrimination Act Advisory Notes</a></li> <li>▪ <a href="#">Policy for People with Disabilities, Mental Health Illness and/or Ongoing Medical Conditions</a></li> <li>▪ <a href="#">Disability Action Plan</a></li> </ul>
<b>Date Effective</b>	12 August 2011
<b>Keywords</b>	Website, intranet, compliance, operational framework, social media, digital channels, mobile applications, domain names, brand, logo
<b>Next Review Date</b>	31 August 2013
<b>Owner/Sponsor</b>	Web Steering Committee
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