


DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
INFORMATION & COMMUNICATIONS TECH.	6	
WEBSITE MANAGEMENT DEVELOPMENT	4	
NUMBER	001	
		Policy Database Document Reference Number 564001P

WEBSITE OPERATIONAL FRAMEWORK POLICY

Purpose/ objectives	<p>The promotion of La Trobe 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"> ▪ define the intention and operational framework of La Trobe University's corporate website; ▪ enable sound decision-making and planning processes for website re-development; ▪ set quality standards for publication on the website; ▪ provide clear lines of responsibility with regards to the ownership and maintenance of webpages; ▪ limit the legal liability of the University.
Scope/ Application	<p>All faculties, schools, departments and divisional units</p> <p>All campuses</p> <p>All materials published on any La Trobe 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 or forthcoming student portal for which a separate policy will apply.</p> <p>All site owners and site publishers must comply with this policy and associated guidelines. This includes all staff, contractors and students who are authorised to publish to the La Trobe website.</p>
Policy Statement	<p>La Trobe University's website serves as a means of providing high quality, accurate, engaging and visually consistent 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.</p> <p>Consequently, website content requires clear ownership and strategic management. All content must be presented in an appropriate format for online delivery, receive an appropriate level of authorisation, be regularly reviewed to ensure accuracy and currency, and meet the University's high standards of quality assurance. Content must also be relevant to the intended audience and presented in a user-friendly manner.</p>

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	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.
Supporting Procedures	La Trobe University Website and Intranet Compliance Procedure
Responsibility for implementation	<p>The following University staff have been delegated with responsibilities relating to the management of website content:</p> <p>Vice-Chancellor Deputy Vice-Chancellor, Deputy Vice-Chancellor (International & Future Students) and Deputy Vice-Chancellor (Research) Executive Director, Marketing and Engagement Chief Information Officer Manager, Online Services Site Owners Site Publishers</p>
Responsibility for monitoring implementation and compliance	<p>The Website Reference Group 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. This group comprises:</p> <p>Executive Director, Marketing & Engagement Director, Business Systems Manager, Online Services Director, Marketing & Promotions Web Team Manager Web Marketing Manager</p> <p>The following staff will play a key role in day-to-day monitoring, implementation and compliance: Web Team Manager Web Marketing Manager</p>
Status	New. Approved by Senior Management Committee, 24 July 2009, Minute 3.1

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Key stakeholders	<p>Chief Information Officer</p> <p>Executive Director, Marketing and Engagement</p> <p>Deputy Vice Chancellor, International and Future Students</p> <p>Manager, Online Services</p> <p>Director, Marketing and Promotions</p> <p>Deans and Divisional Heads</p>
Approval Body	Senior Management Committee
Initiating Body or person(s)	Executive Director, Marketing & Engagement
Definitions	<p>La Trobe University website (or “corporate website”)</p> <p>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 which are hosted by La Trobe on behalf of external clients (e.g. La Trobe University Credit Union).</p> <p>La Trobe University homepage</p> <p>The homepage is the front page of the University website and is found at www.latrobe.edu.au</p> <p>Sub-site</p> <p>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> <p>Site Owner</p> <p>This is 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>Site Publisher</p> <p>This is the person who updates and maintains a webpage or collection of webpages, as specified in the page footer of that site.</p>
Related legislation	<p>Disability Discrimination Act 1992 (Cwlth)</p> <p>Copyright Act 1968 (Cwlth)</p> <p>Education Services for Overseas Students Act 2000 (Cwlth)</p> <p>Information Privacy Act 2000 (Victoria)</p> <p>Racial Discrimination Act 1975 (Cwlth)</p> <p>Sex Discrimination Act 1984 (Cwlth)</p> <p>Trade Marks Act 1995 (Cwlth)</p>

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Related Policy and other documents	La Trobe University Copyright Obligations and Guidelines La Trobe University Internet Code of Practice La Trobe University Privacy Policies La Trobe University Web Development Guide La Trobe University Web Editorial Style Guide (in development) World Wide Web Consortium (W3C) Standards
Date Effective	24 July 2009
Keywords	Website, intranet, compliance, operational framework
Next Review Date	31 August 2011
Owner/Sponsor	Manager, Online Services Director, Marketing & Promotions
Author	Website Reference Group
Contact person	onlineservices@latrobe.edu.au or webmarketing@latrobe.edu.au