



WEBSITE PROCEDURE

PROCEDURE #:	900.03.02.01
SECTION:	Computing + Technical Services
RELATED POLICY:	600.01.01 Acceptable Use
ORIGINAL APPROVAL DATE:	April 24 2018
LATEST APPROVAL DATE:	April 24, 2018
APPROVING AUTHORITY:	Original Signed by President + CEO

Purpose

This procedure is intended to provide guidance to the Alberta College of Art + Design (ACAD) internal community with respect to website usage for the purpose of conducting ACAD business in accordance with other established ACAD Policies and Procedures.

Scope

This procedure applies to ACAD students, faculty and staff contributing content to any ACAD website or microsites, as defined by this procedure.

Definitions

Departmental Website Representative:

Appointed by Directors or Managers, these trained representatives are responsible for updating website information pertaining to their department. These Representatives are responsible for submitting information to the Website Administrators and ensuring the information they are submitting complies with established ACAD Policies and Procedures including Intellectual Property and Information Technology.



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Website Administrators (HELP):

These are approved, trained moderators within the CTS and Communications + Marketing department who check information submitted by the departmental Website Representatives to ensure it is formatted correctly and then post it online.

Website Responsibility Chart

The website responsibility chart summarizes which Departmental Website Representative is assigned to each area. This chart resides with the Website Administrators (HELP) in CTS and Communications & Marketing department.

Microsites

Microsites are official ACAD-branded websites external to the main website that host information for a select audience. ACAD Abstract (abstract.acad.ca) the Communication news hub is an example of a microsite that is only available to ACAD's internal community. As per the main ACAD website, microsites have Departmental Website Representatives responsible for updating and content.

Procedure

1 Information on website

- 1.1 Individual departments are responsible for appointing Departmental Website Representatives who will gather, create, and update information for the website regarding their area.
 - 1.1.1 Appointed Departmental Website Representatives will be trained by CTS and added to the Website Responsibility Chart.
 - 1.1.2 Appointed Departmental Website Representatives are responsible to ensure the information they submit to the Website Administrators for posting is appropriate and compliant with ACAD copyright and intellectual property Procedures.
 - 1.1.3 Information posted on the website must be renewed annually by the Department Website Representatives.



- 1.1.4 It is the responsibility of ACAD appointed Website representatives acting in their capacity as employees and/or agents of ACAD to act in compliance with copyright law and to follow the ACAD Copyright Procedure when using copyright-protected materials.

2 Website upgrades

Any changes to the ACAD website regarding taxonomy, architecture and web coding will be determined by CTS working with Communications and Marketing, and executed by CTS.

3 Microsites

- 3.1 **New Microsites:** The building of new ACAD microsites is not permitted, unless written permission has been obtained from both CTS and Communications & Marketing.
- 3.2 **Existing Microsites:** Existing official ACAD microsites with prior approval are permitted to continue, subject to ACAD Branding Standards and ACAD Policies and Procedures.
- 3.3 **Defunct Microsites:** ACAD microsites must be sustainable, up-to-date and active. If a microsite is no longer active it will be decommissioned.

4 Website photography & video

- 4.1 Photography and videos on the ACAD website are subject to Procedure: Access to Information and Protection of Privacy. Whenever photography or video is used for website purposes the following must be followed:
 - 4.1.1 Signed ACAD Model and Image Release need to be obtained for photography used on the website, with the exception of public event photography, where a public event photography notice must be prominently positioned at the event as per FOIP.
 - 4.1.2 Executed release forms shall be submitted to Communications & Marketing Department, as per Procedure Records Management

5 Reporting inappropriate website use

Any instance of inappropriate website use must be immediately reported to CTS and Communications & Marketing where the content or copyright infringing material will be removed from the website. The Departmental Website Representative responsible for posting the material will be consulted to determine how the inappropriate material was posted. The ACAD Copyright Officer would also be consulted on any copyright issue.

Roles and Responsibilities

6 General

- 6.1 Departmental Website Representatives are responsible for ensuring content posted is compliant with ACAD Procedures ensuring procedure is followed including User Access, Fair Dealing Guidelines for Faculty and Staff, Copyright and Intellectual Procedure.
 - 6.2 ACAD Communications & Marketing is accountable for managing the institutional website, including brand management, monitoring and measurement and action when website Procedure is not followed.
 - 6.3 ACAD Microsites, external to the main ACAD website must be managed by appointed Departmental Website Representatives, and are subject to ACAD Policy and Procedures.
 - 6.4 Annual Reviews: ACAD website and ACAD microsites must be reviewed annually by the appointed Departmental Website Representatives to ensure information online is current and complies with ACAD Policy and Procedure.
 - 6.5 Any challenges or disputes that are not addressed by ACAD Policies and Procedures will be escalated to the Vice President, Engagement for resolution.
- 7 Directors or Departmental Managers** are responsible for approval of content in regards to their specific department or area being provided to the website.
- 8 Departmental Website Representative:** an individual appointed by a Director or Manager to update website content in accordance with ACAD Policies and Procedures, and submit to Website Administrators for authorization.
- 9 Website Administrators (HELP):** website moderators from CTS and Communications and Marketing responsible for checking formatting of materials and uploading to website.



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- 10 **ACAD Communications + Marketing department** is responsible for managing the content on the institutional website content, co-holder of the website responsibility chart, and overseeing approved ACAD microsites. A minimum of one co- Website Administrator is based in this area.
- 11 **CTS department** is responsible for managing the operation and function of the institutional website, co-holder of the website responsibility chart. A minimum of one co-website Administrator is based in this area.
- 12 **Vice President, Engagement:** website disputes not addressed by ACAD Policies and Procedures.

Reference/Related Documents

Procedure 600.26.: Information Technology - User Access

Procedure 500.11: Copyright

Procedure 500.10: Records Management

Procedure 700.07.: Intellectual Property

Procedure 400.23.: Access to Information and Protection of Privacy

ACAD Model and Image Release form

ACAD Brand Standards

[ACAD Fair Dealing Guidelines for Faculty and Staff](#)