



# Web Governance Policy

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 Web Publishing Manager  
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 Marketing and SEM  
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## A. PURPOSE

To provide direction and procedures surrounding the creation of content and the maintenance of the website. To ensure that the information communicated on georgebrown.ca is accurate, audience-focused, well organized and of the highest possible quality.

## **B. SCOPE.**

This policy does not supersede or replace any existing College policies already in place. It does not pertain to George Brown’s social media channels or have governance over the native app or Insite. This policy only applies to georgebrown.ca, both the desktop and mobile versions. Other George Brown websites that are users of the CMS platform need to be included in web governance as technical changes to the CMS affect those websites as well. These other users of the CMS need to be consulted for input and kept informed of potential changes. The content approval process detailed in this policy does not apply to these websites, although all existing College policies and procedures continue to apply.

The George Brown websites presently on the CMS, in addition to georgebrown.ca, are:

- Library (<http://georgebrown.ca/llc>)
- Con Ed (<http://georgebrown.ca/CL>)
- Athletics (<http://georgebrown.ca/athletics>)
- Assessment (<http://georgebrown.ca/assessment>)

## **C. DEFINITIONS**

This includes an explanation of terms and abbreviations used within the policy and procedure.

<b>Word/Term</b>	<b>Definition</b>
Content Creators	Create and/or maintain content for George brown.ca.
Content Approvers/Owners	Individuals who are accountable for the content on the pages of the website under their jurisdiction. Involves both approving and monitoring pages for accuracy and currency.

## **D. POLICY**

George Brown College has developed a web governance policy in order to maintain an optimal user experience at the college’s website, georgebrown.ca. It is intended to provide policies and guidelines for all college employees who influence or participate in content creation, web development or maintenance of the site. The website must be diligently maintained on a constant basis to keep up with user trends, aging hardware and software and new device and platform releases. Ultimately, this policy should result in a continuously more engaging website, providing the best possible experience for all users.

### **1.0 Content Creation**

1.1 Content creators are encouraged to make use of the George Brown College Writing Style Guide to serve as a reference. This will “facilitate clarity and consistency in the college’s written materials” for the web and print. See section H.

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1.2 One section in the Guide is devoted to “Writing for the Web”. Some of the suggestions include using short sentences and paragraphs, using concise language, making content easy to scan and engaging visitors by knowing your audience and writing appropriately.

1.3 Accuracy is paramount. This is manifest in four ways.

- Clarity of language – every effort must be made to remove nuance or reader implication in the writing of web content.
- Course or program changes – the information presented to potential or existing students must be consistent with MTCU guidelines and cannot be changed without approvals from the appropriate Dean and Registrar. Specific guidelines are provided each year during the updating of online course and program descriptions.
- Leadership claims – any claim to uniqueness, superiority, etc should be avoided in most cases and may only be included if accompanied by empirical supporting data or reputable third party endorsement.
- Field Education terminology. There are specific meanings to each commonly used field education term, specifically use of the word ‘co-op’. Please visit the style guide to ensure clarity and compliance with ministry requirements.

## **2.0 Approval Flow**

Content will flow from creation through posting on georgebrown.ca through a defined process. Content leads have been identified for the entire George Brown website (Appendix A). For any particular page, there may be any number of content creators or contributors, but there is always one final content approver/owner before the changes are submitted to the Web Publishing Team for uploading. This accountability is critical in order to maintain the integrity and accuracy of the website.

The Web Publishing Team is not responsible for approving content, and will only upload submissions to the website if those changes come through the identified process and from recognized content approvers.



### 2.3 All other pages

All other pages on the website require that content be sent to the identified approver/owner for approval, and the Web Publishing Team will upload once content is received from the listed approver/owner, or identified designate.



## E. PROCEDURE

The maintenance of georgebrown.ca is a collaborative effort that crosses various departments of the college. A cross college committee has been established to ensure that web governance policies remain current, communicated and enforced.

### 1.0 Web Governance Committee

- 1.1 Sets the overall direction and determines priorities for the website.
- 1.2 Ensures that future decisions affecting the website are strategically considered and consistent with the College's goals and branding guidelines.
- 1.3 Gives direction on the overall look and feel, structure, navigation and taxonomy of the website.
- 1.4 Ensures that the website meets all legal and regulatory requirements, including AODA compliance.
- 1.5 Investigates and resolves any non-compliance issues.
- 1.6 Solicits and evaluates user feedback to continually evolve web design, governance and architecture.

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1.7 The committee is headed by the VP, Marketing and Strategic Enrollment Management (SEM) and meets on a quarterly basis. Committee members include:

- VP Marketing and SEM
- Chief Information Officer (CIO)
- Marketing and Recruitment Director
- Communications Director
- Publishing Manager
- Webmaster
- Director ITS

1.8 Any potential redesign of the website requires the approval of the VP Marketing and SEM.

1.9 Any potential change regarding the Content Management System technology platform requires the joint approval of the VP Marketing and SEM and the CIO.

## **2.0 Information Technology Services Department**

2.1 The IT department is responsible for aligning technology with the strategic objectives of the College. In this capacity, it is responsible for:

- Web server maintenance
- Monitoring service capacity
- Managing system updates
- Level three support hosting hardware/software
- Web security and stability
- Licensing
- Registering of domain names
- Level 1 and 2 website issues through the Helpdesk
- Coordinating the various website stakeholders when unilateral changes need to be discussed (upgrades, etc)
- Ensuring CMS/Developer support

## **3.0 Content Creators**

3.1 Create and/or maintain content on georgebrown.ca and other “official” web pages.

3.2 Write copy and select photography or videos for their pages.

3.3 Responsible for reviewing and fact checking the content prior to final approval.

3.4 Ensure that the content is compliant with college style guide, brand standards, photography and web guidelines (See Content Creation, below).

3.5 Adhere to the guidelines and procedures laid out in this policy.

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### 4.0 Content Approvers/Owners

4.1 Consist of deans, directors or their appointees and are accountable for the content on the pages of the website under their jurisdiction, as well as marketing and communications managers.

4.2 Assign content creators within their respective areas.

4.3. Responsible for final review of the website content once it has been approved by the content owner.

4.4 Must provide final approval before the content can be publicly posted.

4.5 Enforce the guidelines and procedures laid out in this policy.

### 5.0 Web Publishing Team

5.1 Ensure that there is logical and effective navigation throughout the website.

5.2 Implement changes requested by content creators, once approval process is complete.

5.3 Alert IT to issues of stability and functionality that arise, and work with IT on addressing any issues with ongoing testing support.

5.4 Ensure that brand standards are adhered to in order to maintain a consistent look and feel for the GBC brand.

5.5 Provide final technical overview.

5.6 Provide analytics to support and dispute strategic direction.

## F. NON COMPLIANCE

This policy has been sanctioned by the Web Governance Committee to ensure compliance around web content, web development and maintenance. Content uploaded to the website without proper approval may put the College at risk. Any identified content that has not met the standards of this policy will not be posted to the web site or will be removed from the web site if discovered.

## G. SUPPORTING DOCUMENTATION

Appendix 1: Table of content creators and content owners/approvers

## H. RELATED POLICIES

Marketing and Communications Policies and Procedures.

[https://insite/georgebrown.ca/communications/policies/Marcom\\_Policies\\_and\\_Procedures.pdf](https://insite/georgebrown.ca/communications/policies/Marcom_Policies_and_Procedures.pdf)

- B.1 Use of George Brown College Reputation Standards Guide
- B.2 Naming protocols
- B.3 Logo, Taglines, Names (Wordmarks), Unique Identities
- B.4 Photography, video, Film and Other Recordings
- E.1 Web scope

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- E.1.4 AODA compliance
- E.1.5-1.9 Web linking to/from George Brown College website
- E.1.10 External Advertising
- E.1.11-1.15 New and existing web pages and contact information
- E.1.16-1.18 Domain/Host Names and Registration
- E.2 Web Privacy

### Copyright

<http://www.georgebrown.ca/ilc/services/copyright/>

### Captioned Media and E Text Policy

<http://www.georgebrown.ca/about/policies/>

## I. RELATED MATERIALS

[https://insite/communications/styleguide/GBC\\_Style\\_Guide\\_Jan2012.pdf](https://insite/communications/styleguide/GBC_Style_Guide_Jan2012.pdf)

## J. ALTERNATIVE FORMATTING

This policy is available in an alternative format upon request to the Web Publishing Team.



