Policy Name:	Website Policy		
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Volume	6. Office of Computer Services	Responsible Executive:	Director, Computer Services; Director, Communications (Office of University Relations)
Chapter	4. Website Policy	Responsible Office:	Office of Computer Services; Office of University Relations
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Policy Statement

This policy serves to outline the responsibilities of the department of Computer Services, the Office of University Relations and all CMS-trained website editors and publishers in the various departments and divisions of the University with regard to the maintenance and management of the NSCAD website.

Reason for Policy

The NSCAD website serves as the public face of the University on the internet. The site's content is maintained through a content management system (CMS) by trained individuals in various academic and administrative offices throughout the University. Keeping the site's content current, accurate and appropriate requires the coordination of Computer Services (technical support and CMS training), University Relations (style and content advisement) and trained content editors for the various departments and divisions of the University. This policy aims to clarify the duties and responsibilities of those offices and individuals in an effort to ensure the integrity of the NSCAD website.

Policy Applies to

- All units of the University

Who Should Read this Policy

- Members of the University community trained to update their department's/division's content on the NSCAD website
- Directors and Division Heads responsible for supervising and advising the individuals referenced above regarding site content on their respective pages of the NSCAD website.
- All Computer Services staff members
- All University Relations staff members

Contacts

Director, Computer Services
Desktop/Website Support, Computer Services
Director, Communications (Office of University Relations)

All policies are subject to amendment. Please refer to the NSCAD University Policy website (nscad.ca) for the official, most recent version.

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Definitions

CMS: (Content Management System). An application to facilitate the editing and workflow of published websites through a user-friendly front-end interface.

The Policy

1. Areas of Responsibility
    1.1. Computer Services
        1.1.1. Technical maintenance of the NSCAD Website
        Computer Services is responsible for maintaining the technical health of the NSCAD website to ensure consistent uptime, CMS functionality and annual domain renewals. Reports of site outages or CMS errors should be directed to Desktop/Website Support, Computer Services.

        1.1.2. Training, Support and Access
        Computer Services is responsible for providing CMS training and support to any members of the NSCAD community who have been designated as editors/publishers for their department or division's content on the NSCAD website. Upon completion of training, Computer Services will create a user account and set appropriate permissions to allow the user access to the web content they have been tasked with maintaining. All requests for training and any subsequent CMS support requests should be directed to Desktop/Website Support, Computer Services.

    1.2. University Relations
        1.2.1. Content Review in Accordance with Identity Standards
        The Office of University Relations is responsible for ensuring consistency and quality of information on the NSCAD website in accordance with the University's Identity Standards. The Office of University Relations reserves the right to edit or remove content placed on the website by others. Comments or concerns regarding any existing or proposed content should be addressed to the Director of Communications, Office of University Relations.

        1.2.2. Homepage Content
        The homepage of the NSCAD website forms a visitor's first impression of the overall site and of the University itself. It is therefore important that the homepage be strongly-branded, uncluttered and easily skimmed at a glance. Any requests for substituting or placing additional material on the homepage should be discussed with the Director of Communications, Office of University Relations. The Director of Communications will then contact Computer Services to advise Desktop/Website Support of any approved content to be added to the homepage.

    1.3. CMS-trained Content Editors and Publishers
        1.3.1. Website Content
        CMS-trained content editors and publishers are responsible for creating, editing and uploading all content to be published on their respective department/division's pages of the NSCAD website in accordance with the procedures and guidelines outlined in the NSCAD OneWeb CMS User Guide.

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1.3.2. Security

CMS-trained content editors and publishers are responsible for any changes made to the website through access granted by their CMS user account. It is therefore important that users safeguard their account credentials and never allow others to log into the CMS using those credentials. If additional staff members require access to the CMS for the purpose of editing or reviewing content, those staff members should contact Desktop/Website Support, Computer Services to arrange for training and CMS access.

2. Website Requests Exceeding the Scope of the CMS

The structure, architecture, look and feel of the site are unalterable. Updates are limited to adding or deleting content on existing pages or adding pre-designed, template-based pages through the CMS in the event that a new page is required. No content outside the scope of a user's training can be altered. Any requests for the addition of web content not supported by the CMS should be directed to Computer Services for review. These requests often require "workarounds" that may or may not be feasible. If a request is not feasible, Computer Services may be able to suggest alternate approaches.

3. Microsites

A "microsite" is a website associated with NSCAD and hosted on NSCAD equipment, but that does not follow the look and feel of the main NSCAD website. Microsites will be limited to special projects, conferences, and commercial ventures, and will be assigned limited disk space based on the requirements of the site. While the cosmetic design of these microsites will often differ from the uniformity of the main NSCAD site, they will still be required to follow some aspects of the University's identity standards, especially with regards to use of the NSCAD logo. These microsites must be planned in consultation with Computer Services. Microsites are the responsibility of the office or division that produced them. Changes and updates must be done by the respective office or division. Computer Services may provide some assistance with microsites if resources permit, however, Computer Services is not responsible for changes or updates to microsites.

Forms and Tools

NSCAD OneWeb CMS User Guide

http://nscad.ca/site-nscad/media/nscad/OneWebCMS6_user_guide.pdf

NSCAD University Brand Guidelines [Identity Standards and Logos]

http://nscad.ca/en/home/abouttheuniversity/brandguidelines.aspx

Website Policy http://nscad.ca/site-nscad/media/nscad/CS_WebsitePolicy.pdf

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