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### **Position Statement**

The Cambrian College Web site is a strategic marketing tool as well as a delivery vehicle for the College's online educational programs and academic course support materials.

The College Web site is a tool/vehicle available at Cambrian College for the specific purpose of supporting Cambrian College marketing/business activities.

Under no circumstances is the Web site to be used to conduct a business other than that of Cambrian College, and under no circumstances is this tool/vehicle to be used for fraudulent purposes; to obtain or share unlawful information; to advertise personal opinions and views; to seek out, view or share pornographic, obscene, abusive, or otherwise objectionable material or language; to promote racism or bigotry; to solicit signatures for petitions and/or to promote support for a political party, a personal political issue, or a religious group.

The Cambrian College Web Site is considered to be an official publication of Cambrian College and as such, all sections of the Web site must adhere to College guidelines with respect to brand, mission, and strategic directions. The Cambrian College Web site will, to the best of its ability, comply with provincial accessibility guidelines.

### **Content Guidelines**

All content will:

1. Comply with College policies, procedures, and practices, including those relevant to copyright, human rights, and freedom of information.
2. Be relevant to College business.  
The College's server is not to be used for private financial gain or for the purpose of engaging in any illegal activity.
3. Conform to accepted standards of style.  
Information must be accurate, unbiased, and supported by reliable sources and facts.  
Information (text, graphics, illustrations, etc.) must be in good taste.

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## **Responsibility**

### **Marketing and Institutional Relations**

The Marketing and Institutional Relations Department provides leadership in the development and management of the College's Web site. Responsibilities include:

- Ensuring/managing the Corporate look/consistency throughout the site.
- Ensuring content and style uniformity and conformity.
- Developing and maintaining the visual appearance (design), layout, and promotional approach of the site.
- Ensuring content and style consistency with corporate standards.
- The integration and approval of all applications/sections, corporate links, etc.
- Technical construction and linkages, as required and applicable, ensuring that the linkages throughout the site are accurate and user friendly.
- Monitoring/maintaining Web site relevancy.

Marketing and Institutional Relations works with Computer Services to ensure that technical parameters are considered in Web page designs.

Note: The Web Designer in Marketing and Institutional Relations, who is responsible for maintaining the site and for liaising with Computer Services, is the point of contact for Web-related initiatives.

### **Computer Services**

Computer Services is responsible for the technical aspect of the various elements of the College's Web site. Computer Services works with Marketing and Institutional Relations to ensure that technical parameters are considered in Web page design and functionality and is responsible for providing technological applications and support.

Note: The Web Designer in Marketing and Institutional Relations, who is responsible for maintaining the site and for liaising with Computer Services, is the point of contact for Web-related initiatives.

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**Online Teaching and Learning Department**

The Online Teaching and Learning Department is responsible for the College’s online learning management system (WebCT); for the facilitation of streaming media, podcasting, and the hosting of course content/support materials developed by faculty; and in conjunction with appropriate academic designates, for the development and publishing of Cambrian online courses/programs.

Note: The Online Teaching and Learning Department will facilitate the publishing of course content/support materials developed by faculty and for liaising with Computer Services, as necessary.

**Web Site Content**

The Cambrian College Web site is a strategic marketing tool as well as a delivery vehicle for the College’s online educational programs and academic course support materials.

**Strategic Marketing Tool**

The Cambrian College Web site is a strategic marketing tool. Its target group is the external community, potential students/clients, and partners.

All materials published on the College’s Web site must have an external marketing focus that supports the College’s strategic directions and that meets other applicable/appropriate College guidelines/policies/procedures.

Note: Operational and promotional information/material targeted to the internal College community is published on the College’s intranet (StaffNet and AcadNet), and is subject to the corporate brand guidelines applied to StaffNet and AcadNet.

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**Online educational programs/academic course support materials**

The Cambrian College Web site, through the Online Teaching and Learning Department, serves as a point of access for Cambrian's online educational programs and the host for course content/support materials developed by faculty.

All academic course materials published through the Online Teaching and Learning Department will be created in accordance with online guidelines/procedures and, where applicable, will be published under the College's brand and in accordance with the College's brand guidelines.

Note: The Online Teaching and Learning Department is the point of contact for the publishing of online courses and course support materials. The Online Teaching and Learning Department will facilitate the publishing of course content/support materials developed by faculty and for liaising with Computer Services, as necessary.

**Student 411**

Student 411 is a password and pin-protected secure section of Cambrian's Web site. It is designed to house applicant and registered student data and to provide applicants and registered students with information particular to their academic activity, classes, etc.

Student 411 is subject to Cambrian College Web content guidelines and corporate brand guidelines.

Note: The Registrar is the point of contact for Student 411-related issues/initiatives. The Registrar will liaise with Computer Services and with Marketing and Institutional Relations, as necessary.

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## **Homepages**

The Homepage section is intended to provide Cambrian’s academic “Schools” and College departments (where appropriate) with the opportunity to provide additional information to the external community, potential students/clients, partners; to provide links to Cambrian’s student governments, and College initiatives — the Cambrian College Alumni Association, Cambrian Foundation, Northern Ontario Assessment and Resource Centre (NOARC), and the Northern Centre for Advanced Technology (NORCAT); and to provide a link to the Online Teaching and Learning Department.

### **School and Department Homepages**

School and department homepages must support Cambrian College marketing/business activities; must follow all Cambrian Web guidelines, policies and procedures; and, where applicable, must adhere to any section-specific guidelines (e.g., Guidelines for Academic Homepages).

All materials published on School and department homepages must have an external marketing focus that supports the College’s strategic directions and that meets other applicable/appropriate College guidelines/policies/procedures.

Note: Operational and promotional information/material targeted to the internal College community falls under the College’s intranet (StaffNet and AcadNet).

### **Student Government Links**

Student government homepages hosted on/linked from Cambrian’s Web site are subject to Cambrian College Web content guidelines; are to be published with a disclaimer; and are the specific responsibility of the relevant student government.

All student government homepages are subject to review by the Marketing and Institutional Relations Department.

Note: Use of the College brand in the design of these homepages is strictly prohibited. Any use of the College brand for link reference/purposes must be approved by Marketing and Institutional Relations.

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**College Initiatives**

The Cambrian College Alumni Association, Cambrian Foundation, NOARC, and NORCAT are considered initiatives of Cambrian College and as such, are hosted on/linked from Cambrian's Web site and are approved for homepage/link status.

College initiative homepages hosted on Cambrian's Web site are subject to Cambrian College Web content guidelines and are the specific responsibility of the relevant organization.

Note: Use of the College brand in the design of these homepages is strictly prohibited. Any use of the College brand for link reference/purposes must be approved by Marketing and Institutional Relations.