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<b>Superseded Documents</b>	UNSW Website Policy, approved by the Academic Board, 5 October 2004 (AB04/126)		
<b>Review</b>			
<b>File Number</b>	2010/06780		
<b>Associated Documents</b>	<i>Website Accessibility Guidelines</i> <i>Websites: Acceptable Content Standard</i> <i>Website Branding Guidelines (draft)</i>		
<b>Version</b>	<b>Authorisation</b>	<b>Approval Date</b>	<b>Effective Date</b>
2.1	Authorised by the Vice-Chancellor	13 April 2012	13 April 2012

## 1. Preamble

The primary responsibility of the Web@UNSW is the communication of accurate information to key stakeholders and the promotion of the University as a leading research and teaching institution. The web is critically important to the public profile of the University, to marketing and student recruitment, learning and teaching, internal communications, research partnerships, alumni relations, fundraising and community engagement. It is also a major avenue whereby the University fulfils its legal responsibility to provide accurate and up to date information to staff, and prospective and current students.

### 1.1 Purpose

This policy sets out the principles that govern the development and maintenance of websites across the University. It is intended to set a framework for web design and development while allowing for differentiation, flexibility and innovation.

This policy has been developed in response to the recommendations of the Web@UNSW Phase 1 Project Report, January 2008.

## 2. Scope

This policy applies to all websites with a UNSW sub-domain name (.unsw.edu.au). Included in this policy is any presence on the Internet that provides static / dynamic web pages, application services, portal services, discussion forums and file sharing etc that:

- uses the domain unsw.edu.au; or
- is branded as a UNSW website; or
- officially represents a UNSW unit; or
- is controlled or operated by any University unit or managed / affiliated entity.

This policy does not apply to enterprise systems or the management of data contained within enterprise systems.

### 3. Definitions

<b>UNSW Domain Name</b>	The unique name that identifies an Internet site. Domain names are administered by the Central Web Unit, which operates under world-wide protocols to create domain names.
<b>UNSW Website</b>	A summary term used to describe any website, intranet or content published electronically on <i>unsw.edu.au</i>
<b>Enterprise system</b>	Enterprise systems are critical to supporting the core business functions of the University and are the approved 'Single Source of Truth' for critical enterprise information There are currently 7 Enterprise systems at UNSW: Student, HR, Finance, InfoEd, Library, LMS and Data warehouse.

### 4. Policy Statement

A Web Steering Committee will make decisions relating to web strategy and make recommendations to the Executive Team on significant policy and investment issues.

Web Reference Groups comprised of representatives from across the University will assist in developing recommendations for the Web Steering Committee.

The Central Web Unit will provide advice on the strategic development of the University's website and administration of key operational aspects of UNSW's web environment. Development or redevelopment of UNSW websites must be undertaken in consultation with the Central Web Unit.

#### 4.1 The publishing of "Core Content" on University websites.

Core content comprises:

- Acts
- By-laws
- Policies, procedures and guidelines
- Application information (grants and funding)
- Directory information (staff and organisation)
- Course fees
- Program and course information, including rules principal dates and events (University calendar)
- Scholarships, prizes and awards
- Research project information

University websites must access core content directly from an authoritative data source, such as an enterprise system, either through a feed or by linking to the source.

#### 4.2 Branding Guidelines

Basic branding guidelines must be followed on all UNSW domain websites to ensure a consistent and cohesive image for the University.

### **4.3 Accessibility Guidelines**

As far as is practicable, websites must meet the requirements of the Website Accessibility Guidelines.

### **4.4 Appropriate security**

Information not meant for public exposure must be adequately protected through the application of appropriate technology as recommended by IT@UNSW.

Refer to the IT Security Policy, February 2010, on the Policy website:

<http://www.gs.unsw.edu.au/policy/itsecuritypolicy.html>

### **4.5 Vendor Recognition**

The primary function of the Web@UNSW is the promotion of UNSW and its specific units and departments. This policy recognises that units within UNSW will at times require external assistance with the creation and maintenance of their web sites. Should a unit wish to acknowledge the contributions of third parties and/or vendors, they may do so on an acknowledgements page. No vendor or third party links and/or logos are to appear within the main body or footer of UNSW websites.

## **5. Legal & Policy Framework**

This policy operates in addition to relevant legislative requirements and in the context of related University policy and procedure, including:

- Code of Conduct
- IT Security Policy
- Acceptable Use of UNSW IT Resources Policy
- Racial Vilification legislation
- Pornography legislation

## **6. Implementation**

### **6.1 Roles & Responsibilities**

The Executive Director of University Services convenes and chairs the Web Steering Committee.

The Central Web Unit

- Convenes and manages the web reference groups.
- Approves, manages and decommissions of all UNSW.edu.au sub-domain names.
- Will develop procedures for the establishment, development and decommissioning of university websites.
- Manages adherence to any mandatory requirements and will advise and assist web users across the University to meet strategic objectives.
- Assists in ensuring consistent identity and standards across the Web@UNSW, and advises divisions, faculties and schools on resources and tools that best suit their business needs.

Responsibility for central and Divisional websites lies with the relevant member of the Executive Team.

Responsibility for the management and development of Faculty websites lie with the Faculty Deans within this policy framework.

## 6.2 Support & Advice

Contact the Central Web Unit: [web@unsw.edu.au](mailto:web@unsw.edu.au)

## 6.3 Communication

This Policy will be communicated through the Central Web Unit website, the Policy website and [News@UNSW](mailto:News@UNSW).

## 7. Review

This policy will be reviewed every three years. The guidelines and procedures associated with this policy may be reviewed at any time at the discretion of the Web Steering Committee.

## 8. Associated Documents

Website Accessibility Guidelines, Website Branding Guidelines, Websites: Acceptable Content Standard, Domain Naming Standard and the Domain Name Procedures

## Appendix A: History

Version	Authorised by	Approval Date	Effective Date	Sections modified
1.0	Academic Board (AB04/126)	5 October 2004	5 October 2004	
2.0	Vice-Chancellor	24 January 2011	24 January 2011	Full review and re-issue
2.1	Vice-Chancellor	13 April 2012	13 April 2012	Section 4.3 deleted Section 4 Paragraph 3 amended.