Durham College Policy and Procedure

TYPE: Administrative
TITLE: Website
NO.: ADMIN-269
RESPONSIBILITY: Chief Administrative Officer + Associate Vice-President, Communications and Marketing
APPROVED BY: Durham College Leadership Team
EFFECTIVE DATE: October 2021
REVISED DATE(S):
REVIEW DATE: October 2024

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1. Introduction

Strategic promotion of Durham College's (DC) brand through our web presence is essential to the College's success in attracting and influencing prospective students and key stakeholders including donors, business leaders, community partners and educators.

The Communications and Marketing (C+M) department collaborates with DC employees to ensure quality, consistency and accuracy on our website and microsites used to engage with external audiences.

2. Purpose

The purpose of this policy and procedure is to provide a framework for ensuring that a strong, positive brand, which is consistent with DC's mission, vision, and values, is proactively reflected through our web presence.

3. Definitions

Refer to Durham College's Standard Definitions.

4. Policy statements

4.1. DC's corporate website is considered a key communication and marketing tool to enhance brand recognition and promote the College's programs and services to students and other target audiences.

4.2. DC microsites are communication and marketing tools used to promote and support initiatives that are distinct from DC's core business functions.

4.3. DC's corporate website follows the DC brand standards and editorial style guides.

5. Procedure

    5.1. Website or microsite development

        5.1.1. All requests are to be made to the Manager, Digital Media using the C+M project request form by the client.

        5.1.2. Depending on the scope of the request, the Manager, Digital Media may determine that a client meeting is required to determine the goals and objectives of the request.

        5.1.3. Once the request is reviewed or a client meeting takes place, the Manager, Digital Media will assign a project team to liaise with the client.

        5.1.4. An initial design will be completed, reviewed and approved by the client before website development will begin.

        5.1.5. The client will be sent the completed website with all functionality, imagery and content for approval. Once approved, the website will be publicly launched.

    5.2. Content updates to websites or microsites

        5.2.1. All requests for website content updates are to be sent to webteam@durhamcollege.ca using the format found in the website update request form document found on ICE.

        5.2.2. C+M will upload the approved content to the website ensuring consistency with the DC brand and style.

        5.2.3. Once the updates have been completed the client will be asked to review the changes to ensure they have been completed correctly. Once approved by the client, the website will be publicly relaunched.

    5.3. Content Management System (CMS) access and training

        5.3.1. To perform content updates, DC employees can submit an email request to update their content by contacting the Manager, Digital Media.

        5.3.2. Upon approval of this request, training and ongoing support will be provided by C+M.

    5.4. External websites

        5.4.1. A website (other than a corporate website) is considered an external website and any information contained on these should be migrated to www.durhamcollege.ca and the external DC website should be discontinued.

        5.4.2. Under unique circumstances, external DC websites will be permitted and

approval will be on a case-by-case basis. For example, the approved external DC website is the website for graduates of a DC post-secondary program.

    5.4.3.   Program admission requirements, programs of study and program recruitment information are not permitted on external DC websites.

6.   Roles and responsibilities

6.1.   The Associate Vice-President, Communications and Marketing, is responsible for ensuring DC's brand standards are consistently followed on all websites and microsites.

6.2.   The Manager, Digital Media, in consultation with the Associate Vice-President, Communications and Marketing is responsible for overseeing the strategic development and maintenance of the DC website, including microsites.

6.3.   The Manager, Digital Media is responsible for ensuring that DC websites and microsites are the source of reliable and accurate content on DC's academic and non-academic programs and services.

6.4.   Approved employees outside of C+M will be provided with training and support to maintain and update their academic school's or department's website content.

6.5.   The server and load balancer that is required for the corporate website and microsites to function are monitored and maintained by Information Technology Services.

7.   Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

8.   Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the media, which could lead to significant financial loss and damage to the College's reputation.

9.   Related forms, legislation or external resources

- Website update request form
- C+M project request form