UC Policy Library

UC Web Policy

Last Modified	October 2020
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Approval Authority	Executive Director – Student Life, Services and Communications
Contact Officer	Digital Manager, Student Services and Communications – Student Life, Services and Communications

Introduction

The UC web is the public face of the University and is a sustainable, cost-effective medium of communication. It is a vital piece of infrastructure that supports the recruitment, teaching and research of the University. The UC web is heavily visited by future students and their families, current students, prospective staff and current staff, and other visitors wishing to interact with the University in some way.

Definitions

UC web – all websites, internal and external, belonging to the University of Canterbury.

Website owner – typically a College Manager, Head of Department/School, or Service Unit Director.

Policy Statements

Authorship of content on the UC web is widely distributed to colleges, departments, schools, research centres and service units. With the ability to add and edit web content comes certain responsibilities. It is important that all web content is user-focused, up-to-date, reliable and accurate, meets University standards, is reviewed regularly and upholds the reputation of the University at all times. A standards-based approach with consistent, intuitive navigation, plain language and branded templates are an important part of this.

This document supports these intentions and applies to all web sites belonging to the University.

UC Web as the Tool for Dissemination

UC web is the first, and sometimes only, choice for the dissemination of information both within the University and to the world at large.

User Focused

User needs must always be one of the primary considerations in designing sections of the UC web.

Accuracy of Information

UC web is an official University publication, therefore content on all websites on UC web must be accurate, up-to-date, fit for use and appropriately branded.

Where possible, UC web will obtain content from definitive single sources (i.e., primary databases).

Adherence to Internal and External Requirements

All websites on UC web must conform to the *UC Web Style Guide (University Web Team website) and UC Web Standards (UC Web Support intranet)* as detailed below.

All information on UC web will conform to current legislative requirements, in particular, to the *Copyright Act 1994 (New Zealand Legislation website)* and the *Privacy Act 1993 (New Zealand Legislation website)*.

UC Web Style and UC Web Standards

- The Web Team maintains UC Web Style and UC Web Standards in consultation with other UC web stakeholders. The UC Web Standards are based on the current W3C (Web Accessibility Initiative) and NZ e-Government standards and guidelines. These are detailed in the *UC Web Standards (UC Web Support intranet)*

- The UC Web Style consists of the branding, visual identity, templates and style sheets created by the Web Team in consultation with the UC Brand Manager. This is detailed in the *UC Web Style Guide (University Web Team Website).*

- Academic college, department/school, and research centre sites, service unit sites and any other University departments must fully comply with both of these documents, whereas websites with restricted access have a lower level of compliance. Recognising the diverse nature and intended audience for information published on UC web, the *Compliance level guidelines for UC websites (UC Web Support intranet)* are available.

- Any variation from the UC Web Style and UC Web Standards needs to be approved by the Digital Manager.

Removal of Content

Where content is found to be illegal or offensive, or poses a serious risk to the reputation of the University, the Digital Manager will, where possible, make a request to the website owner to urgently remove the relevant content. In extreme cases, e.g., when a website owner cannot be contacted and there is an imperative to respond quickly, the Digital Manager, in consultation with the Director Communications, Recruitment and Marketing may remove content and/or temporarily block editing access.

As a last resort, editing access may be withdrawn and pages removed by the Digital Manager.

Web Support

The University Web Team provides technical support for University websites via Web Support. To contact Web Support, email *websupport@canterbury.ac.nz* or dial extension 93889.

Non-Compliance/Breach of Policy

The Digital Manager within the Marketing Department is responsible for monitoring compliance with this policy and will report quarterly to the Executive Director, Student Services and Communications via the Director Communications, Recruitment and Marketing.

Where web pages are found not to comply with this policy, the Web Team will, in the first instance, work with departments/schools or units to ensure that they do comply.

Roles and Responsibilities

1. **The Web Team manages the UC web on behalf of the University. The Web Team provides:**

   - Web branding templates and guidelines;

   - Web development;

   - Web support, training and advice;

   - Web trouble-shooting and fault repair;

   - Web quality assurance and review, including monitoring compliance with this policy and UC Web Style and UC Web Standards;

   - Web usability advice and testing;

   - Web-database integration;

   - Management of key pages, e.g., UC Home and other portal pages; and

   - Emergency short-term cover for web administrators.

2. **The website owner (typically a College Manager, Head of Department or Service Unit Director) will ensure that:**

- Each website within their area of responsibility has a trained website administrator;

- Website content is accurate and current and conforms to UC Web Style and UC Web Standards; and

- There is cover for website administrators in the event of leave, resignation etc.

3. **The Website Administrator (typically a Departmental Administrator) will:**

- Ensure that web content is accurate and current;

- Maintain their skills through appropriate training opportunities;

- Follow UC Web Standards, UC Web Style and UC Style Guide (WCMS);

- Report any faults to the Web Team promptly.

Related Documents and Information

Legislation

- [Copyright Act 1994 (New Zealand Legislation website)](#)

- [Privacy Act 1993 (New Zealand Legislation website)](#)

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- [Advertising and Brand Management Policy (PDF, 214KB)](#)

- [Intellectual Property Policy (PDF,538KB)](#)

UC Website and Intranet

- [Compliance level guidelines for UC websites (UC Web Support intranet)](#)

- [UC Web Guide (University Web Team website)](#)

- [UC Web Standards (UC Web Support intranet)](#)

- [The UC Style Guide (University Style Guide website)](#)

Document History and Version Control Table			
Version	**Action**	**Approval Authority**	**Action Date**
For document history and versioning prior to 2013 contact ucpolicy@canterbury.ac.nz			
1.00	• Conversion into new format and document pushed out. • PVC SS&I changed to Director, SSAC in line with current title. • Updated hyperlinks	Policy Unit	Sep 2013
1.01	Document review date pushed out.	Policy Unit	Feb 2014
1.02	Review date pushed out.	Policy Unit	Sep 2014

2.00	Scheduled review by Contact Officer; Contact Officer updated.	Policy Unit	Mar 2015
2.01	Updating 'Manager, Communications and Stakeholder Relations' to 'Communications and Engagement'.	Policy Unit	Sep 2015
3.00	Scheduled review by CO, no major changes to content needed	Policy Unit	Dec 2017
4.00	Scheduled review by CO, minor changes, links and phone number updated.	Policy Unit	Sep 2018
5.00	Scheduled review by CO, minor changes including change of name from Web Policy to UC Web Policy.	Policy Unit	Aug 2019
6.00	Schedule review by CO, hyperlinks updated	Policy Unit	Oct 2020

This policy remains in force until it is updated