Category:	Community and Corporate Relations
Approval Body:	College Leadership Council
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Policy Sponsor:	Vice President People and Planning
Policy Administrator:	Manager Marketing and Web Services

Enterprise Web Policy

Purpose

The purpose of this policy is to preserve the integrity of the Lethbridge College (the "College") Web Environment and provide for its effective governance and management. This will be accomplished by Web Services and the Committee in keeping with industry best practices and College brand standards.

Scope and Limits

This policy applies to the entire Web Environment excluding the use of Social Media within and outside of the Web Environment (see the Social Media Policy), the appropriate use of College information technology resources generally (see the Use of Information Technology Resources Policy), the security of College information technology resources (see the Information Technology Security Policy), and the use of the College's brand, including its name, logo, and reputation, outside of the Web Environment (see the Visual Identity Policy).

Definitions

Affiliated Party means a person who is an independent contractor or subcontractor of the College, or a person with an agency relationship with the College, other than an Employee.

Affiliated Site means a web property or website, other than an Enterprise Site, which is controlled by or associated with the College.

Briefing Note means a written note prepared by Web Services to provide information to the Committee about a Change Request or to make a recommendation to the Committee in relation to a Change Request.

Change Request means a request to modify the Web Environment.

Committee means the Web Governance Committee.

Employee means a person on the payroll of the College.

Enterprise Site means a website with the root web address "lethbridgecollege.ca".

Member means a member of the Committee.

Social Media means an online tool used to produce, post, repost or interact with text, images, video or audio content online, as well as the text, image, video or audio content itself.

Web Environment means all Enterprise Sites and Affiliated Sites.

Policy Statements

1. The Web Environment is a valuable strategic asset used to recruit students, faculty and staff, enhance the College's reputation and profile, generate revenue, and engage the community.

2. The Web Environment should be user-friendly and easy to navigate for both internal and external stakeholders, and should represent the College in a unified and cohesive way.

3. Content within the Web Environment should be optimized for compatibility with mobile devices, searchability on search engines, and sharing on Social Media.

4. In order to ensure the continued value and integrity of the Web Environment, the Web Environment must be managed in keeping with industry best practices and College brand standards. The Committee is therefore established as a permanent standing committee of the College Leadership Council to provide centralized and accountable oversight of the Web Environment, and to engage in strategic high-level planning of the Web Environment.

5. The online world is dynamic and ever-changing. It is in the College's best interests that Change Requests to modify the Web Environment are received, tracked, and addressed in a consistent and timely fashion. To that end, Web Services shall administer a triage system for Change Requests as detailed in this policy.

6. Employees and Affiliated Parties will provide Change Requests to Web Services as soon as practicable to provide ample time for Web Services, the Committee, or both (as the case may be) to evaluate and, if approved, implement the Change Request.

Policy Supports

Appendix A: Enterprise Web Procedures
Appendix B: Decision-Making Process
Appendix C: Decision-Making Criteria

Legislated References

Freedom of Information and Protection of Privacy Act (Alberta)

Other References

none

Related Policies

Board of Governors Executive Limitations
      EL-5: Asset Protection

Information Technology Security Policy
Social Media Policy
Use of Information Technology Resources Policy
Visual Identity Policy

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Appendix A
Enterprise Web Procedures

NOTE: Refer to the parent policy for definitions.

A: The Web Governance Committee

1. The Committee and every Member of it is to act in the best interests of the College and evaluate Change Requests impartially. In evaluating a Change Request, a Member must be guided primarily by the best interests of the College, which may be informed by that Member's expertise and experience in that Member's College department but should not be dictated strictly by the best interests of that Member's College department.

2. The Committee may, by motion, create and amend terms of reference to provide internal guidance on any relevant issue not addressed by this policy.

3. The Committee shall:

   a) be chaired by a member of the College Leadership Council or his or her designate;

   b) consist of 10 to 15 Members, inclusive of the Chair;

   c) have a membership which is representative of key College stakeholder groups, includes at least one member of the College Leadership Council, and which consists only of Employees and Affiliated Parties; and

   d) have a quorum of three quarters of voting Members.

4. Non-Member individuals may be invited to sit with the Committee for purposes of stakeholder consultation, Committee administration, or because of their expertise on a subject of relevance to a Change Request, but must not vote.

5. The Committee shall meet at least quarterly but may meet more often as voted on by Members or as determined by the Chair.

6. Motions shall be passed by 50 per cent of voting Members plus one vote.

B: The Triage of Change Requests

1. Anyone who does not wish to submit a Change Request but rather wishes to notify Web Services of a specific concern with the existing Web Environment (e.g. a broken link or incorrect or outdated information) may do so by contacting Web Services. Such a concern will typically be resolved by Web Services without the need for a Change Request.

2. All Change Requests must be submitted to Web Services by email or by another means established by Web Services.

3. Only an Employee or an Affiliated Party may submit a Change Request.

4. Upon receiving a Change Request, Web Services will evaluate and determine whether the Change Request falls within its jurisdiction or the Committee's mandate based on the criteria in Appendix B Table 1; no single criterion is determinative.

5. If Web Services determines that a Change Request falls within its jurisdiction, it will:

   a) deny the Change Request, providing reasons for the denial;

   b) approve and implement the Change Request; or

   c) approve and implement a variation of the Change Request in consultation with the maker of the Change Request,

   and in any case, at Web Services' sole discretion, may also email a Briefing Note about the Change Request to the Chair for the Committee's information only.

6. If Web Services determines that a Change Request falls within the Committee's mandate:

   a) Web Services will email the Change Request and a Briefing Note to the Chair including a recommendation in relation to the Change Request and reasons for that recommendation; and

   b) the Chair will add the Change Request to the agenda for a future meeting of the Committee or, if the Change Request is urgent, call an *ad hoc* meeting of the Committee or call for a decision on the Change Request to be made by email vote.

C: Evaluating a Change Request

1. In evaluating a Change Request, Web Services or the Committee (as the case may be):

   a) must consider the criteria in Appendix B Table 2 (no single criterion is determinative);

   b) must consult with Marketing if the Change Request would add or modify College branding within the Web Environment, prior to approving the Change Request; and

c) must consult with Institutional Compliance if the Change Request would have any impact on the collection, use, disclosure or retention of personal information as defined by the *Freedom of Information and Protection of Privacy Act*, prior to approving the Change Request.

2. If Web Services refers a Change Request to the Committee, the Committee may:

a) deny the Change Request, providing written reasons for the denial;

b) approve and direct Web Services to implement the Change Request;

c) approve a variation of the Change Request in consultation with the maker of the Change Request, and direct Web Services to implement the modified Change Request; or

d) strike a working group tasked with consulting stakeholders, gathering all necessary details to implement the Change Request, and presenting its findings to the Committee, which may then take one of the actions outlined in this section,

and in any case may pass a motion that the College Leadership Council consider any matter arising out of a Change Request.

3. A working group may consist of Members or a combination of Members and non-Members, but must include at least one Member who represents Web Services, and at least two people.

4. If the Committee approves a Change Request or a variation of it, it must provide to Web Services a summary of its decision with sufficient detail to enable Web Services to implement the Change Request.

5. If Web Services requires greater detail or guidance as to the implementation of a Change Request prior to or during the course of implementing it, Web Services may ascertain such detail or guidance from the Chair. If the Chair deems it appropriate, the Chair may re-introduce the Change Request to the Committee's agenda so that the Committee may collectively provide greater detail and guidance.

6. There is no appeal from Web Services' or the Committee's decision on a Change Request. The maker of the Change Request may resubmit the same or a substantially-similar Change Request to Web Services for triage after six months from the date of Web Services' or the Committee's decision.
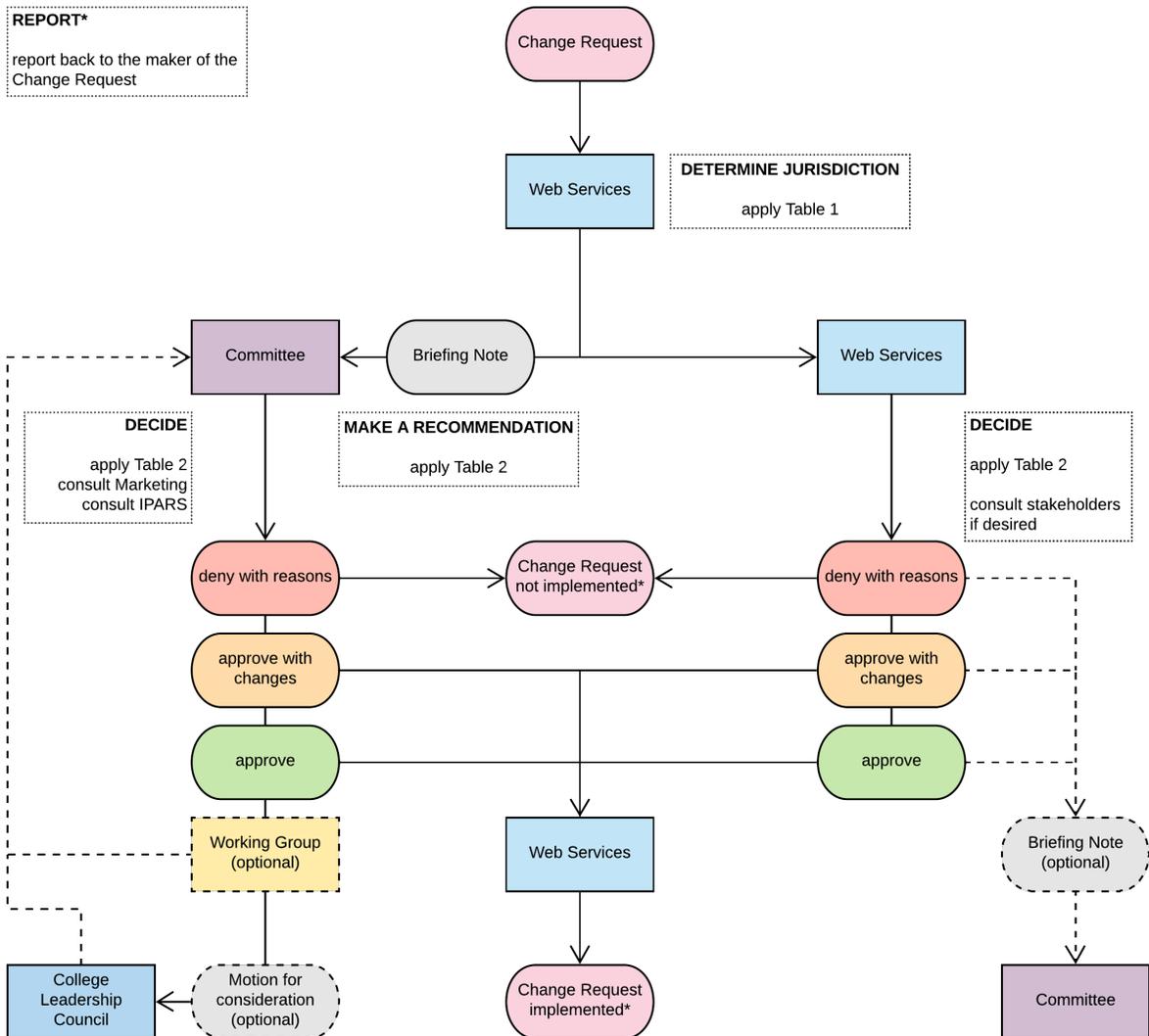
D: Additional Roles of Web Services

1. Web Services shall maintain and safeguard an account registry containing the domain name, web host, administrator contact information, username, password, and other account information for every Enterprise Site and Affiliated Site, and the expiry or renewal date for every Affiliated Site.

2. Prior to the expiry or renewal date of an Affiliated Site (and at least once every two years), Web Services shall evaluate the ongoing value of the Affiliated Site based on the criteria in Appendix B Table 2 (no single criterion is determinative), and either renew or decommission the Affiliated Site accordingly.

3. Web Services may design, implement, and administer a ticketing system to facilitate the triage of Change Requests.

4. Web Services shall prepare an annual report of its activities to aid the Committee in discussing the strategic high-level planning of the Web Environment.

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Appendix B
Decision-Making Process

REPORT*

report back to the maker of the Change Request

Change Request

Web Services

DETERMINE JURISDICTION

apply Table 1

Committee — Briefing Note — Web Services

DECIDE

apply Table 2
consult Marketing
consult IPARS

MAKE A RECOMMENDATION

apply Table 2

DECIDE

apply Table 2

consult stakeholders if desired

deny with reasons

Change Request not implemented*

deny with reasons

approve with changes

approve with changes

approve

approve

Working Group (optional)

Web Services

Briefing Note (optional)

College Leadership Council

Motion for consideration (optional)

Change Request implemented*

Committee

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Appendix C
Decision-Making Criteria

Table 1: To determine whether a Change Request falls within the jurisdiction of Web Services or the mandate of the Committee, consider …			
		Web Services	**Committee**
a)	the urgency;	urgent	not urgent
b)	the nature of the Change Request;	modification of content	addition or deletion of content
c)	the amount of content affected;	minimal (e.g. < 5 graphics / 250 words / 1 or 2 webpages affected)	substantial (e.g. 5+ graphics / 250+ words / 3+ webpages affected)
d)	whether it is routine or novel;	routine (i.e. similar Change Requests occur at predictable intervals)	novel (usually no precedent within the Web Environment for the Change Request)
e)	the resources required;	< 5 hours of technician time, no more than routine monetary expenditure	5+ hour of technician time, more than routine monetary expenditure
f)	the number of stakeholders impacted; and	1 to 3	4+
g)	the degree to which stakeholders have been consulted and agree with the Change Request.	adequate consultation and agreement	inadequate consultation, or adequate consultation but no agreement
Note: No single criterion is determinative.			

Table 2: *To determine whether to approve a Change Request or a variation of it, consider whether …*
a) the Change Request aligns with the objectives of the Comprehensive Institutional Plan;
b) the Change Request will enhance the College's reputation and profile by creating and fostering relationships with internal and external stakeholders;
c) the Change Request will bolster an existing revenue stream or create a new revenue stream for the College;
d) the Change Request will further a Web Environment which is user-friendly and easy to navigate;
e) the Change Request will contribute to a unified and cohesive Web Environment which is aesthetically pleasing and adheres to College brand standards and industry best practices;
f) the Change Request will contribute to a Web Environment which is optimized for compatibility with mobile devices, searchability on search engines, and sharing on Social Media;
g) the Change Request will contribute to a Web Environment based on relevant, accessible, and up-to-date content;
h) the Change Request will enable evidence-based decision-making through the responsible collection, use, disclosure, and retention of data; and
i) the Change Request is technologically feasible and represents a prudent use of resources.
Note: No single criterion is determinative. Compliance with legislation, including privacy legislation, is not a criterion in this balancing exercise because a Change Request cannot be approved if it does not comply with legislation. Compliance with legislation is a minimum requirement for any Change Request.