



University of South Australia

Corporate Web **Management** Guidelines

MARKETING AND DEVELOPMENT UNIT

INFORMATION STRATEGY AND TECHNOLOGY SERVICES

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Introduction and context

The University's web presence is an increasingly important source of information and transaction environment for the University and its various clients, customers and stakeholders.

These guidelines provide a framework for the management of that part of the University web that relates to its corporate information architecture and the structure via which access is gained to major University subsystems.

These guidelines are designed to assist the University to manage this key communications and marketing tool in a structured and strategic fashion. The guidelines will help to ensure a consistent and effective presentation and performance for the benefit of all users, both internal and external to the university.

These guidelines take into consideration the existence of a [UniSA Online Accessibility Action Plan](#) developed by the Web Accessibility Steering Group as a demonstration of the University's commitment to develop its website in an accessible manner.

Objective

The objective of these guidelines is to provide a common understanding of and commitment to the processes by which major changes are made to the University corporate web presence, **both on corporate and non-corporate servers**. It will clarify the shared responsibilities of various areas in the maintenance of the University's web resource.

This document sits within the University's objective to have a corporate website that is:

- Client focused and provides easy access to relevant, accurate and well presented information whether this information is located on the corporate or a non-corporate server
- Consistent with the University's corporate identity and positioning
- Current and relevant in its provision of information
- Efficient in providing pathways to existing e-business functionality (online enrolment, Personal Learning Environment)
- Underpinned by clear guidelines for ongoing design, content management and future development of the corporate web.

Scope

These guidelines relate to the development and management of the corporate information architecture of the UniSA website on both corporate and non-corporate servers. In practical terms, these guidelines refer to the development and maintenance of architecture and information within the first few clicks of the web from the University home page, down to the level of division, school or major sub-site. These guidelines also affect online applications and subsystems that are linked from the University's top level web pages in terms of compliance with the corporate look and feel. The [Web Development Guide](#) provides specific details. General development principles and information on the resources available for those developing web material at other levels is provided in these guidelines and more specific information is available in the [Web Authoring Guide](#) and the [Web Development Guide](#).

Guidelines are currently being developed for Social Media Sites. In the interim, University staff intending to use social media sites for marketing purposes should refer to the MDU Digital Marketing team for information regarding the current University presence on these platforms. Where appropriate, it is preferred that University activity on these sites is conducted under the umbrella of the University approved groups and channels..

Information regarding the ownership and governance of the Staff Portal can be found in the [myUniSA Staff Portal Governance](#) Guidelines.

Information regarding the ownership and governance of the Student Portal can be found in the [myUniSA Student Portal Governance](#) Guidelines.

University wide management

The corporate web presence is overseen by the Corporate Web and Portal Management Group (CWPMG). This committee meets as a minimum, twice per year. Its main role is to:

- monitor current performance of the web presence on both corporate and non-corporate servers relating to
 - usability by clients and customers
 - conformity with accessibility and other legal requirements and oversight of Online Accessibility Action Plan
 - conformity with agreed standards of accuracy and appropriateness of architecture and content
 - conformity with links to both internal and external sites
 - compliance and management of the Web Management Guidelines
- approve major changes to the corporate information architecture as per these guidelines
- recommends development of significant web related application and infrastructure developments

The CWPMG is chaired by the Pro Vice Chancellor and Vice President: International and Development and includes:

- Director, Marketing and Development Unit (MDU)
- Deputy Director Marketing, MDU
- Manager Digital Marketing, MDU
- Corporate Web Project Coordinator, MDU
- Director, Information Strategy and Technology Services (ISTS)
- Deputy Director, Information Strategy, ISTS
- Manager, Learning and Teaching Systems, ISTS
- Director, Student and Academic Services (SAS)
- Director, Learning and Teaching Unit (LTU)
- Deputy Director, Research and Innovation Services (RIS)
- University Librarian
- Director, UniSA International (UI)
- a representative of the Divisional Managers, and
- a representative of the Heads of School group.

The Executive Officer to the Pro Vice Chancellor and Vice President: International and Development is the executive officer to the CWPMG. MDU and ISTS web staff will be invited to attend relevant meetings when required. Members may nominate a proxy if appropriate.

The CWPMG will accept reports or briefings from, and liaise with, other university committees or groups including the Web Accessibility Steering Group.

Unit functional responsibilities

Marketing and Development Unit (MDU)

MDU has responsibility for overall management of content and graphic design standards within the corporate information architecture in collaboration with relevant areas.

MDU will have responsibility for:

- management of the approved corporate information architecture
- generation and maintenance of university wide corporate content
- approval of access and permissions on the corporate server
- maintenance of top level links and major websites under its responsibility
- management of the daily news and promotional areas of the University home page including approval of rolling images
- being the first line enquiry for all web enquiries, managing and actioning emails to the generic email address
- oversight of sub-site creation and development.

MDU will provide assistance and advice to users on:

- development of appropriate information architecture
- design, development and maintenance of web pages
- use of approved templates and access to relevant imagery and content resources (in conjunction with the Web Development Guide)

Information Strategy and Technology Services (ISTS)

ISTS has overall technical responsibility for supporting the University web. ISTS web staff are responsible for:

- monitoring overall security, use of servers and other matters relating to the technical architecture and infrastructure
- activation of web author access, security, permissions and server use
- actioning technical enquiries
- provision and maintenance of web development tools
- technical training in use of web templates and authoring tools
- advice on accessibility compliance and training
- providing technical advice on corporate server directory structure and other development protocols including relevant software
- creation and maintenance of directory structures, domain administration (including issuing of domain names) on the corporate server and non-standard URLs
- generation of relevant statistics on usage,
- setting up of server redirects

For detailed information about unit functional responsibilities refer to the [Attachments: Flowcharts](#).

Divisions, schools, administrative units and other area responsibilities

Each area of the University has responsibility for the creation and maintenance of relevant, accurate and accessible web content that describes and facilitates access to their services or information that falls within their ongoing operational responsibility. Areas also have responsibility for the identification and ongoing training of appropriately skilled staff (web authors) to develop and maintain relevant web information within their areas of responsibility. The Web Management Guidelines, [Web Authoring Guide](#) and [Web Development Guide](#) will provide users with information about the development and maintenance of their sites, whether they are housed on the corporate or non-corporate server.

Author responsibilities

Authors have access to a range of information sources to assist them with development of web content. The [Web Authoring Guide](#) and [Web Development Guide](#) are available online and updated regularly to ensure web authors have the appropriate information to develop and maintain their sites. Development of teaching and learning online material is undertaken with the assistance of the LTU.

Web authors are responsible for familiarising themselves, and adhering to the relevant guidelines prior to web development or redevelopment.

Web authors will become members of a University-wide Web Authors Group which will meet regularly to discuss and resolve web issues at the operational level and will be coordinated by the MDU. These arrangements however are under review as part of the University's Service Improvement Project.

Preparation of administration/information web content is undertaken using the steps outlined in the [flow chart/site structure checklist](#).

Changes to corporate information architecture

In order to achieve the objectives of a more efficient, consistent and relevant corporate website, the University has a managed process for implementing changes to the corporate information architecture. It is expected that change will be constant, although more significant change to the higher levels of the architecture will be less common.

To assist in managing this change, authorities for changes to the architecture are outlined according to the level of content. The following describes this classification using the example of the *About UniSA* directory.

Level 1

Changes to the University home page and first level architecture and their links as displayed on the home page:

- the four major pillars: About UniSA, Study at UniSA, Research, Community,
- navigation links under the four pillars
- the banner contents (name, colour, image)

Requests for changes are made to the MDU in the first instance and changes are approved by the CWPMG.



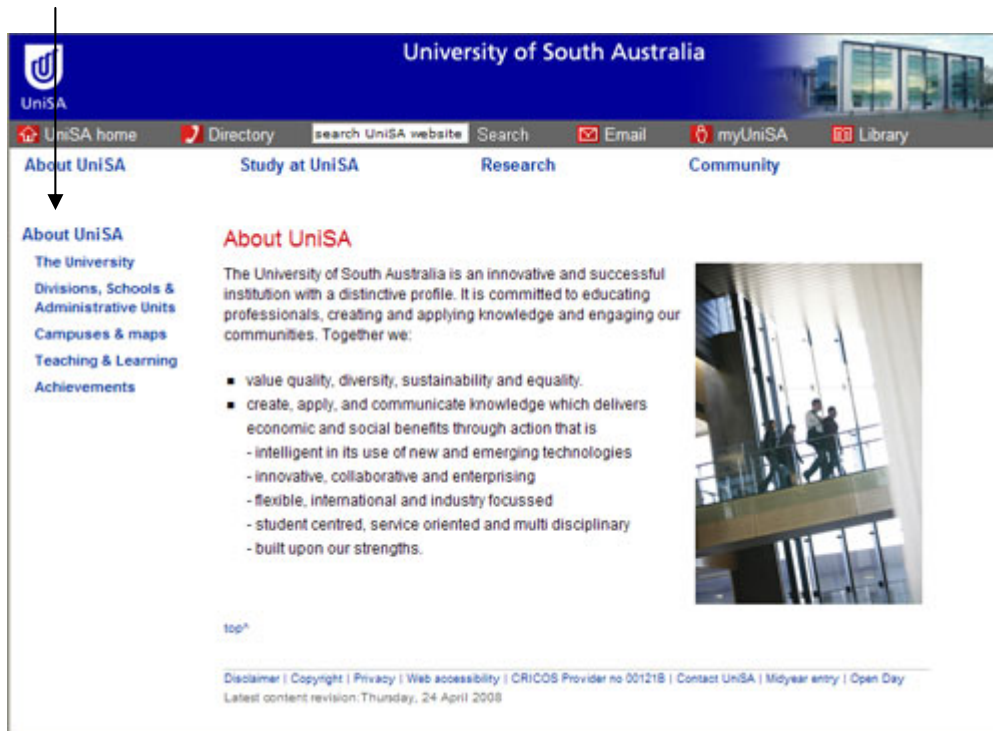
Changes to the rolling images promotional area, news and events, the staff and alumni buttons, promotional graphics and Quick links

Changes are approved by MDU.

Level 2

Changes to the second level corporate architecture (ie left hand navigation links within Level 1 areas: eg *Welcome from the VC; History; Strategies, plans and commitments, etc*).

Changes are approved by MDU in consultation with the relevant area.



Level 3

Changes to corporate content and navigation structure of any subsequent level architecture (ie content within *The University*).

Changes are approved by the manager/director of the major area and reported to MDU, or in the case of University wide content approved by the MDU.



Changes within major sub-sites such as divisions, schools, institutes, research centres/groups, or administrative units. **Changes are approved by the responsible Pro Vice Chancellor, Research Director or Director/Manager of Unit.**

University home page template and sub-site templates

The University home page template cannot be duplicated.

A left-hand menu template is available for sub-sites to use as their home page which incorporates several of the features of the University home page. Details for style and use are included in the [Web Authoring Guide](#).

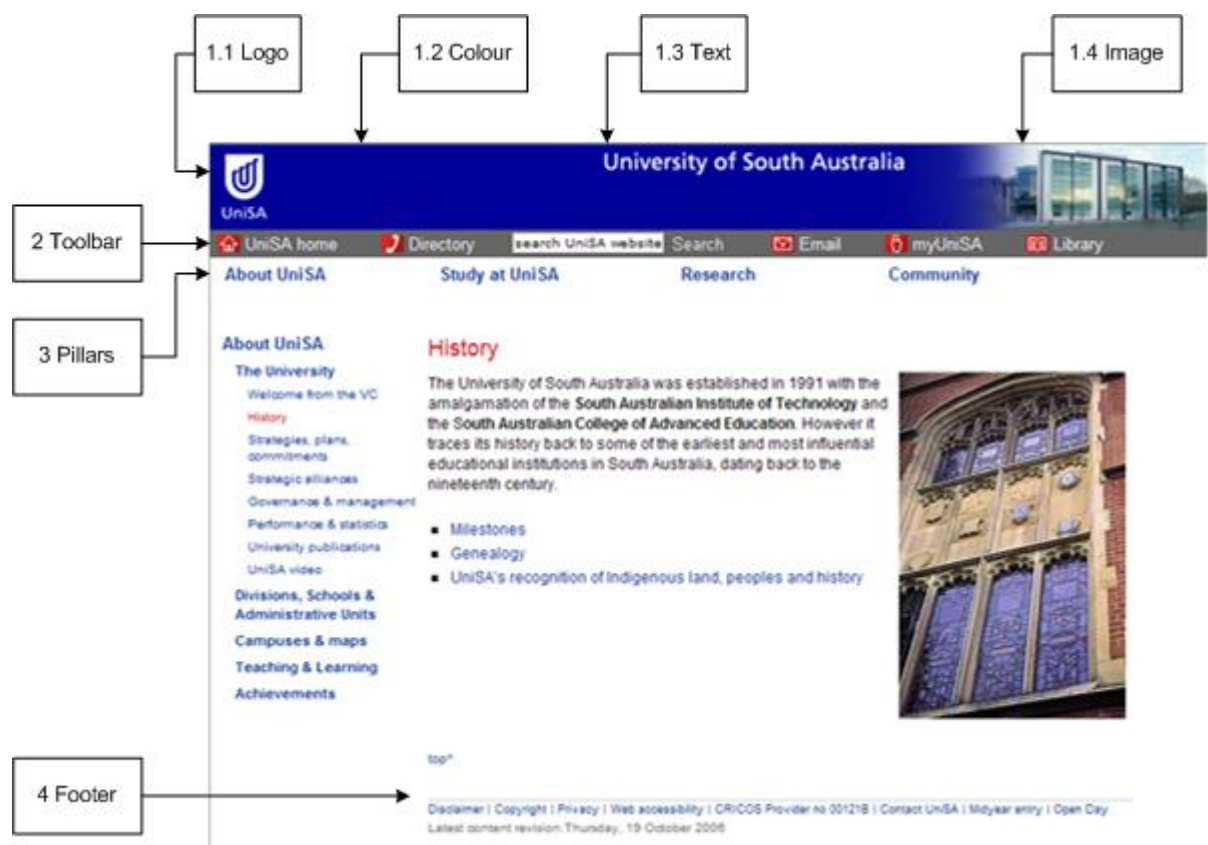
Areas opting to use the University home page template with the four pillars (sub-site home page template) must seek approval from the CWPMG. If approval is granted:

- subsequent pages of the sub-site must revert to the left-hand menu template
- the treatment of the area below the four pillars needs to be developed in liaison with the Marketing and Development Unit

There are four sub-page templates:

1. Left menu template
2. No left menu template
3. Fullscreen template
4. Sub-site home page template

These templates can be used by sub-sites provided the following rules are applied:



1 The banner

The corporate banner has several elements which can be modified to provide areas with the potential to identify themselves as distinct areas, but still remain within the corporate 'look and feel' of the existing web. (Further details about these elements are available in the [Web Development Guide](#))

1.1 Logo

The University logo and name (shortened version - UniSA) must be present on all pages, and placed on the top left hand corner of the banner. It will remain the same size as that on the University home page. It will provide a link to the University home page.

Only in special circumstances can other logos be placed in the banner. Such requests should be made to MDU in the first instance who will consider each case on its merit.

1.2 Colour

Colour variation is permitted with a choice of 8 colours from the University colour palette of web safe colours. Colours must be solid and fill the banner area completely (ie no stripes/dots/stipples etc).

Division/Whyalla colours (five in the colour palette) will be matched to existing marketing materials including school liaison banners and discipline brochure covers. Divisions may also choose from the remaining three University colours however they will not use another division/Whyalla colour. Administrative units will be able to choose from the three University colours. Schools and research centres/groups within a division will use the agreed division banner colour.

Details on colours are available on the website at

<http://www.unisa.edu.au/wag/develop/steps.asp#Bannerdesign>

Requests to use a different colour in the banner other than those listed above can be made to MDU who will consider the application based on the strength of the rationale and the suitability of the colour in the context of the University's overall corporate identity.

1.3 Text

All areas will include their title/name in the banner.

Division and school or research centre/group names must be placed together in the banner. Further details are described in the [Web Authoring Guide](#) and [Web Development Guide](#).

No animation or text special effects will be permitted in the banner.

However, where legal or contractual requirements necessitate the placement of special accompanying identifier, the party can apply to MDU for approval for the placement of this text. An example is "Ian Wark Research Institute: ARC Special Research Centre".

1.4 Image

An approved (by MDU) image will be placed on the far right hand side of the banner on all pages. The image must be photographic only (ie no cartoons or line drawings). No other images or logos will be placed in the banner. Choice of images can be made in consultation with the MDU.

2 Toolbar

The grey toolbar is mandatory on all sites. An option to change the toolbar may be provided if an area uses a University sub-site home page template. This occurrence is expected to be rare and is subject to approval by MDU/ISTS.

3 Pillars

The four major headings beneath the grey toolbars are known as the pillars (*About UniSA, Study at UniSA, Research, Community*)

The four pillar headings are a mandatory feature of the templates. If areas opt to modify the pillars, approval must be obtained from the Corporate Web and Portal Management Group, providing the following specifications are followed:

- Only those who have received approval to use the sub-site home page template can modify their pillars;
- There must be a minimum of three pillars and up to five pillars.
- There must be a minimum of three and no more than six subheadings beneath each pillar
- The pillars on the sub-page template will reflect the pillar structure of their home page
- The wording of area specific pillars must be substantially different from that used on the University home page to avoid confusion.

If areas opt to delete the pillars completely, approval also needs to be obtained from MDU/ISTS.

4 Footer

The footer as shown on the university home page is mandatory for all sites and cannot be modified. Requests for additional links to be included in sub-site footers should be made to MDU.

5 Animation

Animation used on the corporate website must comply with accessibility guidelines. The MDU Digital Marketing team is available to advise on appropriate uses of animation effects. All new site animation must be approved by the Director MDU and the relevant area manager.

6 Splash pages

Splash pages can be developed using the fullscreen template (one of the four types of templates) providing approval is obtained from the CWPMG, who will consider each application based on the consistency of the look and feel of the splash page with that of the University's website.

7 URLs

The URL of sites hosted on the corporate web server will be www.unisa.edu.au/sitename. As part of the standardisation process, sites that currently have a unique URL are urged, when converting to the new templates, to revert to the standard corporate web server-hosted URL - www.unisa.edu.au/sitename. If they wish to retain their unique URL, they will need to apply to MDU and ISTS for approval. The request would be considered on the basis of commercial merit.

Site hosting

The corporate web server will host sites that contain University of South Australia administration and promotional content. It is recommended that all organisational websites stay within UniSA's infrastructure (ie hosted by UniSA). Areas should refer to [Advantages of placing your website on the corporate web system](#) if they are considering having a server other than the corporate web host their website.

Sites that have content that is not related to University of South Australia will not be hosted on the corporate web server.

The corporate web server will host sites that are partially related to University of South Australia under these instances providing the following guidelines are adhered to:

- 1. Sites of organisations/entities that are a collaborative effort or partnership between University of South Australia and an external entity**
 - Application for approval for the hosting of these sites to be made to MDU and ISTS
 - These sites need not use the corporate web template; however, the corporate identity of University of South Australia (logo) needs to be reflected in these sites
 - The URL of these sites will be www.unisa.edu.au/organisationname. In instances where the desired site URL does not use the unisa.edu.au format, it is the requesting party's responsibility to request and pay for domain name registration from a 3rd party's vendor or organisation.
- 2. Event specific sites e.g. conferences, symposiums and seminars organised/co-organised by of divisions/schools/administrative units/research centres of University of South Australia that require hosting over a specific timeframe**
 - Application for approval for the hosting of these sites to be made to MDU and ISTS
 - These sites need not use the corporate web template; however, the corporate identity of University of South Australia (logo) needs to be reflected in these site and before commencing with construction, MDU approval of the appropriateness of the overall look and feel needs to be sought.
 - The URL of these sites will www.unisa.edu.au/eventname. In instances where the desired site URL does not use the unisa.edu.au format, it is the requesting party's responsibility to request and pay for domain name registration from a 3rd party vendor or organisation.

Right of appeal

If areas do not agree with a decision to changes of content, design or architecture they may present a case to the CWPMG. All cases for change must first be approved by the relevant Pro Vice Chancellor, prior to submission to the Corporate Web and Portal Management Group.

Changes to the Web Management Guidelines

Requests for changes to the Web Management Guidelines can be made through recommendations from the MDU to the Corporate Web and Portal Management Group.

Resource information

- The Web Authoring Guide is at <http://www.unisa.edu.au/wag/>
- The Web Development Guide is at <http://www.unisa.edu.au/staff/web/webdevguide.doc>
- Information on copyright, privacy and accessibility relating to the web are in the footer at <http://www.unisa.edu.au/copyright>

Attachments

[Website conversion flowchart for sites hosted on the corporate server.](#)

[Website development flowchart for sites hosted on non-corporate servers.](#)