

**TITLE: WEB SITE AND PORTAL**

**POLICY STATEMENT:**

The RDC Web Site and Portal (TheLoop) are important tools for communication and recruitment. The Marketing and Communications Department is responsible for the organizational structure, appearance, links and content of the RDC web site and portal, and for providing templates for the organizational structure and appearance of RDC department web pages and portal tabs and channels. RDC departments are responsible for the content of their web pages and portal channels and for the appropriateness of linked pages. The Marketing and Communications Department establishes guidelines for the approval of RDC web pages and portal tabs and channels.

**PURPOSE:**

The purpose of this policy is to ensure that RDC is represented by current, accurate, appealing, and appropriate web and portal pages that support the College's mission and brand identity. The policy provides guidelines and procedures for the creation and maintenance of RDC web sites/pages and portal tabs and channels.

**SCOPE:**

This policy applies to all members of the College community and all RDC web sites/pages and portal tabs and channels.

**PRINCIPLES:**

1. RDC web site and portal support the College mission and its teaching, learning, research, service, and administration goals.
2. The primary focus of the RDC web site is student recruitment.
3. The primary focus of the portal is communication to current students, staff and faculty.
4. RDC supports an open environment for the free exchange of ideas and opinions and the pursuit of knowledge.
5. RDC web pages are managed in a way that respects:
  - the privacy of personal data
  - all pertinent licensing agreements, intellectual property rights, copyright law and any other relevant federal and provincial laws
  - relevant RDC policies
6. RDC endeavors to make the College web site and the portal accessible to all.
7. RDC web sites and the portal support the brand identity of the College.
8. Marketing and Communications Department and RDC programs and services collaborate to develop mutually acceptable content tailored for specific target audiences.

## **DEFINITIONS:**

**Accessibility:** The usability and access of our web site and portal, in regards to individuals with disabilities.

**Brand Voice:** More than specific words and phrases, brand voice is the tone in which you speak to and connect with your audience. It is the 'personality' of your brand.

**Brand Identity of the College:** refers to the overall brand and visual identity structure that would include but not be limited to: central identity of RDC; Schools; Athletics; Performing Arts; Community Relations; Alumni.

**Channels:** The titles of the individual content boxes under the tabs. (Example: RDC President, Red Deer Weather, Tech Help, etc.)

**Portal:** Internal tabs and channels created or commissioned by RDC personnel operating in their official capacity.

**RDC web site:** College web sites that are created or commissioned by RDC personnel operating in their official capacity.

**Tabs:** The sections or pieces of navigation that appear along the top of the main content area. (Example: Home, Work Life, Library, etc.)

## **GUIDELINES:**

1. The creation of new web sites, pages, portal channels and modifications to navigation is approved by the Marketing and Communications Department.
2. RDC web sites are created using a standard template that conforms to RDC brand standards.
3. Departments are responsible for keeping their web sites/pages and portal material up to date.
4. The Marketing & Communications Department along with the web services team are responsible for training individuals so they may maintain their content on the website or the portal.
5. RDC web sites/pages comply with the RDC Sales, Canvassing and Advertising on Campus Policy. Advertisements, commercial activity and personal business are not acceptable material for RDC web sites. Web sites/pages may acknowledge active sponsorship of events, programs, gifts and grants, upon the approval of the Community Relations Department. RDC web pages cannot be used to request contributions to political parties.

## **PROCEDURE:**

1. Contact the Online Marketing & Communications Coordinator in order to:
  - Create an RDC web site/page or portal tab or channel.
  - Reorganize the web site structure/navigation.
  - Receive training for content updates on either the RDC website or the portal.
2. RDC programs and services are responsible for clearly identifying a Content Editor for their web site/page.
3. RDC programs and services determine a procedure to authorize individuals to make submissions to the Content Editor.
4. The Content Editors are responsible for writing and submitting content changes. Changes are reviewed for proper brand voice and approved by the Online Marketing & Communications Coordinator before they are posted.
5. Each channel on the portal has a clearly identified Content Editor.
6. The Director of Marketing and Communications reports at least once annually to Deans' Council and Service Council on the state of the RDC web site.

**OFFICER RESPONSIBLE:** Vice President College Services

**RECOMMENDING AUTHORITY:** Service Council, upon recommendation from Deans' Council

**CONSULTATION FOR REVIEW:** Service Council, Student Services, Marketing and Communications Department

**POLICY REVIEW DATE:** January 2016

**EFFECTIVE DATE:** December 20, 2013

**REVISION HISTORY:**

**RELATED POLICIES:**

- Fundraising: Sponsorships Standard Practice
- RDC Sales, Canvassing and Advertising on Campus
- Brand Standards

**CONNECTION TO BOARD POLICIES:**

All RDC policies support relevant Board of Governors operational policies.