CAMOSUN POLICY

POLICY TITLE	Web Properties Management
POLICY NUMBER	O-1.6
POLICY TYPE	Governance
APPROVAL DATE	March 5, 2024
APPROVAL BODY	Board of Governors
REPLACES (IF APPLICABLE)	N/A
LAST UPDATE OR AMENDMENT OR REVIEW DATE	2024
NEXT REVIEW DATE	2029
HOLDER	President
RESPONSIBLE OPERATIONAL LEADERS	Chief Information Officer, Executive Director Communications and Marketing
SUPPORTING DOCUMENTS	Brand and logo guidelines Social media guide Style guide Website Responsibility Matrix Media guide Drupal intro training Publishing guide

WEB PROPERTIES MANAGEMENT

PURPOSE

The Web Properties Management policy recognizes that in addition to the college website there are related unique web properties that require consistent standards of quality, management controls, and conditions of use.

POLICY APPLICATION AND SCOPE

This policy applies to all members of the college community or any person(s) engaged in activities that connect to the college's website and related web properties in any capacity.

DEFINITIONS

Web Properties: The various digital assets or entities that Camosun College owns or maintains on the internet. These properties can include websites, social media profiles, e-commerce stores, blogs, forums and any other online platforms or channels where content is created, shared, or interacted with. A list of current web properties is maintained on the Web Governance Group site.

PRINCIPLES

1. **Audience**: The Camosun College website is the primary online platform for the recruitment of prospective students and connecting current students to information, services and activities in a way that is device independent. The website also serves secondary and tertiary audiences, including but not limited to alumni, community members, and current and prospective employees.

2. **Strategic Plan Alignment:** A high-quality web presence that supports the college's Vision, Mission and Values, its commitment to Indigenization, in addition to maintaining a positive reputation of the college.

3. **Clear, Consistent and User Friendly:** Have clear, easy-to-understand content throughout the site that is written in a consistent manner following the Style Guide, Media Guide and Brand and Logo Guidelines. Web properties should have clear navigation pathways, plain naming conventions, and an effective search feature.

4. **Current and Up-to-Date:** All web editors within schools and departments have a core responsibility to uphold the integrity and quality of web content as outlined in the Website Responsibility Matrix.

5. **Accessible:** Technology should not be a barrier to information and communication. The college website and other web properties will support accessibility by conforming to level AA of the current Web Content Accessibility Guidelines (WCAG) standards to the greatest extent possible.

6. **Mobile Friendly:** Content on the college web properties should be mobile friendly, convenient, clear and use a responsive design approach.

RESPONSIBILITIES RELATED TO WEB PROPERTIES MANAGEMENT

1. **Web Governance Group**
   The Web Governance Group is responsible for the executive oversight and channel champions of all the college's web properties including camosun.ca.

2. **Web Management and Operations Steering Committee**
   The Web Management and Operations Steering Committee is an advisory committee with senior representatives from across the college.

   The role of this committee will include:
   i. General oversight of the Camosun College web properties and web policy;
   ii. The establishment of standards and protocols to guide website activity;
   iii. Determine timelines for web refreshes and redevelopment;

iv. Establish sub-committees and working groups to advise on web trends and support the maintenance of the college website, templates and web properties.

v. Approve or disapprove requests.

3. **Operations and Delivery Group**
    Core delivery group that is responsible for the day to day operations and delivery of the web channel operations.

RELATED LEGISLATED REFERENCES

- [Accessible BC Act](#)

LINKS TO RELATED CAMOSUN POLICIES, DOCUMENTS, AND/OR WEBSITES

- [E-3.4 Copyright](#)
- [G-2.3 Corporate Relations](#)
- [O.6.2 Record Management](#)
- [O-1.2 Systems and Networks Administration](#)
- [O-5.11 Standards of Conduct](#)
- [O-6.1 Protection of Privacy Policy](#)