

WEBSITE AND WEB CONTENT GOVERNANCE POLICY

PURPOSE

The purpose of this Policy is to ensure that all Brock University public-facing Websites and Web Content are accurate, functional, and accessible, and support and reflect the reputation and integrity of the University. This Policy provides a framework for website and web content governance and management and sets out requirements for website and web content at Brock University.

SCOPE

This policy applies to all staff, faculty members, professional librarians, volunteers, and students who manage or publish content for a Brock University Website.

This policy applies to all Brock University Websites and any Web Content posted on such sites. This policy does not apply to third party websites and web content, including web-based applications, that the University does not control, such as the Learning Management System or Workday platform.

External websites created and maintained by faculty members and professional librarians for their own personal research or teaching purposes are outside the scope of this policy.

If any provision of this Policy is found to be inconsistent with the provisions of a collective agreement, the collective agreement will prevail, unless the Policy provision is required by law, in which case the Policy provision will prevail.

POLICY STATEMENT

1. Governance

1.1. Responsibilities of University Marketing and Communications (UMC)

University Marketing and Communications (“UMC”) is responsible for overseeing University Websites and has authority to approve the creation of websites, website standards, and website branding, and oversees website management.

1.2. Responsibilities of Site Owners

Site Owners are responsible for the websites and webpages under their authority and must designate at least two Web Content Managers (one primary, one backup) to achieve compliance with this Policy.

1.3. Responsibilities of Web Content Managers

Web Content Managers are responsible for familiarizing themselves with University Website and Web Content requirements and managing compliance with this Policy and any related standards, procedures, and guidelines.

2. Website administration

2.1. Approval of websites

UMC will ensure that all new Brock University Websites comply with University policies and standards.

The University's main website platform supports the following types of websites:

- Faculty/academic units
- Administrative units
- Conferences or events
- Institutes/centres
- University Library

Requests for out-of-scope websites or custom site builds may be approved by UMC on an exceptional basis, in consultation with ITS.

2.2. Site Owners and Web Content Managers

UMC will maintain a list of Site Owners and Web Content Managers, and will manage access for all University Websites. Only Brock University staff, faculty, and professional librarians are eligible for approval as a Site Owner.

All Web Content Managers must complete Web and Web Content Management training prior to being given access to their Website. This training will cover administrative and technological aspects of maintaining a website on Brock's platform, including the use of the content management system, web accessibility, branding, and others.

3. Website and Web Content Requirements

3.1. General requirements

All Brock Websites and Web Content posted on University Websites must be accurate, accessible, functional, and in compliance with all legal requirements and University policies.

3.2. Compliance with standards

All Brock Websites and Web Content must comply with the University's Web Content Standards. Site Owners must ensure that that all websites and webpages under their

authority are reviewed at least annually for compliance with the Web Content Standards.

3.3. Accessibility

All Websites and Web Content must conform to the accessibility standards under the *Accessibility for Ontarians with Disabilities Act (AODA)*.

3.4. Domains and URLs

UMC is responsible for domain name registration and management.

Brock's primary domain name is brocku.ca. Vanity URLs (shorter, redirecting URLs) or additional domain names may be set up at the discretion of UMC for promotional and marketing purposes, and are subject to approval by UMC.

Websites hosted at Brock must follow the URL standards and naming conventions set out in the Web Content Standards.

DEFINITIONS

Brock University Websites: public-facing websites (including webpages) which represent Brock University and its academic units, administrative units, and official University events or initiatives, and which are under the control of the University.

Web Content: web content is any content that may be uploaded to a website, including text, images, graphics, photos, video, and documents in other formats such as PDF, DOC, XLS, PPT, JPG, MP4, etc.

Site owner: The position approved by UMC as responsible for a particular Brock University Website or webpage.

Web Content Manager: An individual approved by UMC to have access to edit, publish, and manage a Brock University website or webpage.

COMPLIANCE AND REPORTING

UMC is responsible for administering and enforcing this Policy and has sole authority to determine compliance with this Policy and associated standards.

To support compliance, UMC will provide access, training, guidance and support to Site Owners and Web Content Managers. UMC will monitor and periodically review public-facing Brock University Websites for compliance and will work with affected units to ensure compliance. Inactive or non-compliant websites and pages are subject to review and removal at the discretion of UMC.

POLICY DETAILS

Policy Owner

President

Administrative Responsibility

Associate Director, Digital & Marketing

Policy Classification

Operational

Approval

Approved by the Executive Team

Effective Date

November 2023

Next Review

November 2026

Revision History

New

Related Documents

- Institutional Brand Identity Policy
- Accessibility Policy
- [Brand Standards Toolkit](#)