

Section: External Relations (ER)**Subject:** Marketing**Legislation:****Effective:** May 27, 2014**Revision:** September 1, 2016 (reformatted); June 16, 2021; June 15, 2026**APPROVED:** _____**President and CEO**

POLICY

The Board of Governors recognizes that SAIT audiences reside locally, nationally, internationally and that the most frequent source of information on SAIT is its website. The Board is committed to ensuring that SAIT has one official website that represents the SAIT brand, demonstrating excellence in accessibility, inclusivity and technological innovation.

PROCEDURE

DEFINITIONS

Intranet

A secure, internal web-based platform-accessible only to SAIT employees and authorized users. It provides institutional resources, communication tools, employee portals and other operational content for collaboration and internal communications/employee engagement. As it contains confidential or internal protected data, it must comply with SAIT's data-classification and access-control policies. The intranet is separate from SAIT's public website (sait.ca) and is not indexed externally.

Microsite

A single web page or small collection of pages functioning as a discrete entity with a separate web address (URL) from SAIT's institutional website (sait.ca). It delivers targeted information and/or promotes initiatives driven by a strategic purpose or business need, to engage SAIT's key audiences effectively.

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Progressive web application (PWA)

A type of web application designed for high performance, offline capabilities, created with a mobile-first experience top-of-mind and which offers users an app-like interface.

Project/Showcase website

A website, microsite or web application created for the primary purpose of demonstrating learning outcomes or showcasing work.

Sustainable web development

Practices aimed at designing web products and services with environmental sustainability and usability in mind.

Web accessibility standards

Web accessibility benchmarks and guidelines that, when followed, ensure an inclusive experience for all users.

Web assets

Digital content, including text, images, video, documents and graphics, as well as the underlying web infrastructure that supports content delivery. Together, these components facilitate website functionality and shape the overall user experience.

Web infrastructure

The collective technical systems, such as Content Management System (CMS) platforms, hosting environments, databases, Content Delivery Networks (CDN's), integrations and related services, that support and enable SAIT's websites and web assets.

Website

For the purposes of this procedure, the term website refers to the collection of web pages that represents SAIT online, promotes its brand and displays its official trademark(s). It encompasses SAIT.ca and any domains, subdomains, microsities, portals, web applications and/or third-party hosted pages managed by SAIT.

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GOVERNING PRINCIPLES

1. This procedure applies to all SAIT web pages/sites, microsites, intranet sites and other web assets, whether developed internally or externally, that are under the direction or control of a SAIT school/department, organization or individual, with the exception of school/department web-based platforms used for day-to-day collaboration and document management (such as, for example, SharePoint).
2. All websites using SAIT branding must adhere to SAIT's Brand Guidelines, available on SAITNOW, and the authorized use of the SAIT name, logo and official trademarks as outlined in the guide.
3. SAIT is committed to ensuring its websites comply with the Web Content Accessibility Guidelines ([WCAG](#)) 2.2 AA, prioritizing mobile-first, responsive and inclusive design.
4. SAIT will prioritize a user-centered design approach, grounded in customer research and testing, to guide web initiatives and ensure a cohesive and intuitive user experience.
5. Websites which utilize artificial intelligence (AI) based web tools and technologies, for the enhancement of user experience, must adhere to procedure [AD.2.15.3 Use of Artificial Intelligence Technologies at SAIT](#). Such AI features must undergo appropriate technical review and third-party risk assessment as outlined in procedure [AD.2.10.2 Technology Vendor Risk Assessment](#).
6. All websites must follow SAIT's intellectual property, copyright, privacy, information security and data-governance requirements, including, but not limited to, the following policies and their accompanying procedures and guidelines: [AC.2.11 Intellectual Property](#), [AC.2.12 Copyright of External Materials](#), [AD 1.1 Privacy](#), [AD 2.15 Acceptable Use of Computing and Information and Technology Resources](#) and [AD 3.3 Data Governance](#).
7. Schools and departments responsible for approving the creation and maintenance of websites or digital platforms, outside of the official employee and student portals, must ensure that such websites comply with the requirements of this procedure. They are also accountable for the prompt review and decommissioning of websites that are no longer in use or necessary for instructional purposes.
8. SAIT's web development practices will be regularly reviewed and updated to ensure ongoing alignment with SAIT's FIRST principles, strategic objectives, brand guidelines, web accessibility standards, sustainability initiatives and emerging technologies. The Marketing department, in collaboration with the Information Technology Services (ITS) department, will lead this review to assess:

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- a) Advancements in sustainable web development practices;
- b) Compliance with the latest web accessibility and privacy standards;
- c) Integration of new technologies, tools and systems; and
- d) The effectiveness of SAIT's hosting, security and approval processes.

PROCEDURE

A. Website and Web Asset Proposals

1. All proposals for the development of new websites, microsites and/or web assets must be presented to the Marketing department via the Web Intake Project process as outlined on the Marketing page on SAITNOW and submitted to site.feedback@sait.ca.
2. Projects must not commence until they have been duly reviewed and approved by a designated Marketing lead, as delegated by the associate vice president, marketing or designate.
3. Projects that require access to SAIT enterprise systems, such as Banner, MySAIT or other CRM platforms, must first obtain approval from the appropriate ITS leadership and comply with data-governance requirements outlined in procedure [AD 3.3.1 Data Governance](#).
4. All web development must occur in an offline or isolated environment, hidden from public access and search indexing, until it is authorized for public release through the project's established approval process.

B. Website and Web Asset Development

1. All approved projects must adhere to SAIT's web design style guide.
2. Websites that collect visitor or client information must prominently display a link to an appropriate privacy statement and/or collection notice and must comply with SAIT's privacy, access and information security-related policies.

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3. Commercial advertisements on all SAIT web pages and web assets must comply with procedure [AD.2.11.1 Third Party Advertising on Campus](#).
4. SAIT resources may only be used to create and maintain websites, web pages or other web assets that support SAIT's institutional activities or the activities of formally sponsored, third-party organizations with whom SAIT has entered into service or support agreements; they must not be used for personal business, personal gain or any other unauthorized purpose.
5. Sustainable web development will align with industry best practice, such as optimizing code and media assets to minimize resource usage. These guidelines may evolve as new best practices and technologies emerge.

C. Hosting and Security

1. ITS must review and approve email delivery mechanisms to ensure secure and reliable delivery. Where feasible, emails generated by progressive web applications under the direction or control of SAIT should use a domain of @sait.ca (for example, purchasing@sait.ca) and/or a subdomain such as @edu.sait.ca. When a SAIT domain is not possible, employees must consult with the Marketing and ITS departments for guidance on alternative solutions that comply with SAIT's information security requirements and brand standards.
2. All domain and subdomain requests require joint approval from the associate vice president, marketing or designate and ITS leadership. Approved domains and/or subdomains are legally owned by the organization, not individuals.
 - a) ITS maintains responsibility for purchasing, renewing and managing the associated security certificates;
 - b) Marketing ensures naming conventions align with brand standards; and
 - c) Both departments collaborate to maintain a central record of registered domains, renewal dates and certificate expirations to uphold organizational security and compliance.
3. AI-driven tools (such as chatbots, agents, personalization engines, agentic AI, etc.) must comply with procedure [AD.2.15.3 Use of Artificial Intelligence Technologies at SAIT](#) and its accompanying schedules, align with SAIT's Brand Guidelines, adhere to data privacy and security requirements and undergo a third-party risk assessment before implementation. This includes:

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- a) Collecting only the information necessary for the tool's function, with safeguards in place to protect any stored or processed data.
- b) Ensuring compliance with all relevant institutional, legal and regulatory standards regarding user data and system security. Note that any proposed AI solution must be reviewed by Marketing, the Access and Privacy unit, Office of General Counsel and ITS, to confirm it meets these standards prior to deployment.
- c) Presenting a user experience and visual identity that reflects SAIT's approved branding.

D. External Web Asset Development

1. External web asset development projects must meet the requirements of procedure [FN.7.1.3 Procurement](#) and procedure [AD.2.10.2 Technology Vendor Risk Assessment](#).
2. A Marketing lead, delegated by the associate vice president, marketing, and the director of applications and infrastructure, information technology services, or designate must approve any external development of websites and/or web assets before contracts are finalized or awarded for that development, to ensure alignment with SAIT's brand and data-security standards and with overall strategic objectives.
3. External suppliers must adhere to established privacy, security and brand standards, as well as the web design style guidelines outlined in this procedure, with a focus on optimizing user experience and ensuring compliance with web accessibility standards where feasible.

E. Instructional/Course Material/Knowledge-Based Websites

1. A designated Marketing representative must be made aware of all websites created and maintained within a school or department that are serving as a supplemental resource for instructional content, learning resources and/or course-related materials, outside of Brightspace (D2L), to ensure alignment with SAIT's institutional website.
2. Instructional/course material/knowledge-based level websites must adhere to established privacy, security and brand standards, as well as the web design style guidelines outlined in this procedure, with a focus on optimizing user experience and ensuring compliance with web accessibility standards where feasible.

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F. Employee/Student Portals

1. The Marketing department must be consulted in the development of any employee and student portals. SAIT has several approved portals, such as, for instance MySait, SAITNOW, PeopleNOW and Brightspace (D2L).
2. Employee and student portals must adhere to established privacy, security and brand standards, as well as the web design style guidelines outlined in this procedure, with a focus on optimizing user experience and ensuring compliance with web accessibility standards where feasible.
3. Employee and student portals will be subject to annual, high-level compliance reviews overseen by the Marketing department to ensure adherence to this procedure and associated standards.

G. Instructor Project/Showcase Websites

1. All instructor project/showcase websites must be approved within schools and departments, by the applicable academic chair and dean/director or designate.
2. The academic chair and the dean/director or designate must annually review all instructor websites to ensure content remains relevant and accurate. Schools and departments must ensure that a record is kept of all approved sites and if a site is deemed unnecessary, it should be removed immediately.
3. Instructor websites must be removed if the instructor is no longer employed at SAIT. Schools and departments may contact Marketing or the ITS department, at its.support@sait.ca, if assistance is required to decommission or remove such sites.
4. Instructor project/showcase websites must adhere to the established privacy, security and brand standards, as well as the web design style guidelines outlined in this procedure, with a focus on optimizing user experience and ensuring compliance with web accessibility standards where feasible.

H. Student Project/Showcase Websites

1. A student may only develop project and/or showcase websites which are hosted on SAIT domains/subdomains or infrastructure, use SAIT branding and/or collect or use SAIT data with the student's academic chair's prior knowledge and approval. Schools

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and departments must ensure that a record is kept of all approved websites and such sites must be removed at the end of the program term unless the student's academic chair has granted an extension. Schools and departments may contact Marketing or the ITS department, at its.support@sait.ca, if assistance is required to decommission or remove such sites.

2. Student project/showcase websites, as outlined above, must adhere to the established privacy, security and brand standards, as well as the web design style guidelines outlined in this procedure, with a focus on optimizing user experience and ensuring compliance with web accessibility standards where feasible.
3. Student project/showcase websites that are hosted on personal domains and do not rely on SAIT infrastructure, branding or data will adhere to the provisions of procedure [AC.3.10.1 Ownership of Student-Produced Work](#).

POLICY/PROCEDURE REFERENCE

ER.2.2 [Web Experience policy](#)

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