

**Section:** External Relations (ER)**Subject:** Marketing**Legislation:****Effective:** May 27, 2014**Revision:** September 1, 2016 (reformatted)**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.

## **PROCEDURE**

### **DEFINITIONS**

**Microsite**

An individual web page or a small collection of pages which functions as a discrete entity with a separate web address (URL) from SAIT's institutional website (sait.ca). It provides information about and/or promotes something that is related to the sait.ca home page, and is driven primarily by specific strategy or business need and distinctive audiences.

**Web application or app**

A standalone software application or program. An app typically refers to software used on a smartphone or tablet computer. The phrase "web app" or "online app" is also used in a business setting as an abbreviation for "online application" - meaning software that the user accesses and uses while online, via a browser, instead of software residing on the user's computer (such as Microsoft Word).

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<b>Web assets</b>	For the purpose of this procedure, web modules and applications are referred to as “web assets”.
<b>Web module</b>	The combination of servlets, Java Server Pages (JSP) files, Flash, ASP, ASP.NET and static content such as Hypertext Markup Language (HTML) pages into a single deployable unit that sits within a standard webpage. Examples include online registration forms, online tests or a photo gallery.
<b>Web portal</b>	A website or service that offers a broad array of resources and services, such as email, forums, announcements and documentation. For the purpose of this procedure, mysait.ca is referred to as a portal.
<b>Website</b>	A collection of web pages that represents SAIT, promotes its brand and displays its logo. Information presented on the website includes, but is not limited to, calendars, fact sheets and recruitment documents, course listings, SAIT policies and procedures and links to SAIT-sanctioned websites.

## GOVERNING PRINCIPLES

1. This procedure is intended to assist SAIT employees in managing external communications and SAIT’s corporate web presence in a structured and strategic manner.
2. This procedure applies to all SAIT web pages/sites, microsites and intranet pages/sites. It also applies to all SAIT information on pages/sites residing on servers owned by SAIT or existing elsewhere under the direction or control of a SAIT school/department, organization or individual.
3. This procedure is based on SAIT’s Brand Standards Guide, available on SAITNOW, and the authorized use of the SAIT name and logo as outlined in the guide.

## PROCEDURE

### A. Website and Web Asset Proposals

1. All proposals for the development of new websites and/or web assets must be presented to the Communications and Marketing department in the form of a Decision Support Package (DSP).

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2. Projects shall not proceed until the associate vice president, communications and marketing, has reviewed and approved the DSP.
3. Projects that require access to SAIT information technologies such as Banner, mySAIT or the SAIT network must be approved in writing by the director of the Information Systems department before they can proceed.
4. All development internally or by external suppliers must be done in an offline or isolated state – for example, hidden from public viewing and/or use.
5. Projects in development cannot be recognized or crawled by any search engine.
6. The associate vice president, communications and marketing, must approve all developed websites and/or web assets prior to the websites and/or web assets going live and being released for public viewing and/or use.

## **B. Website and Web Asset Development**

1. All approved projects must adhere to the SAIT Brand Standards Guide for logo use, sizing and colour.
2. All SAIT logos used within websites and/or web assets must hyper-link or redirect to the home page of [sait.ca](http://sait.ca).
3. If any client or visitor information is collected, a Freedom of Information and Protection of Privacy (FOIP) statement hyperlink must be visible on the website and/or web asset.
4. All websites and/or web assets must have a visible Privacy Policy hyperlink.
5. Commercial advertisements are prohibited on all SAIT web pages and web assets unless the associate vice president, communications and marketing, has authorized their use and they comply with procedure [AD.2.11.1 Third Party Advertising on Campus](#).
6. SAIT resources will not be used to create web pages for personal business, personal gain or any purpose other than SAIT business.

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### **C. Hosting and Security**

1. Websites and web assets should be hosted within the Information Systems (IS) infrastructure.
2. Information Systems must be consulted on any projects that require hosting outside the current content management system (Ingeniux CMS), Desire to Learn (D2L) or any existing internal server.
3. Information Systems must review and approve any external content host. This review includes, but is not limited to, hardware and software platforms, host hardware/software updates, security, connectivity and bandwidth, backup and restoration of content and customization of hosting package.
4. External hosting costs are the responsibility of the school/department submitting the project request, unless the project is approved and funded as an institutional project.
5. Information Systems must perform an annual audit of all SAIT affiliated websites - known and unknown. Audit information will be provided to the associate vice president, communications and marketing, for review and further action as necessary.

### **D. External Web Asset Development**

1. All projects being developed by external suppliers must abide by the guidelines set forth in procedure [FN.7.1.1 Price Solicitation](#).
2. The associate vice president, communications and marketing, and the director of Information Systems must approve any external development of websites and/or web assets prior to contracts being awarded for such development.
3. External suppliers must use SAIT-approved development standards and technologies that are compatible with SAIT's standards, technologies and infrastructures.

### **E. Instructional/Course Material/Knowledge-Based Websites**

1. The associate vice president, communications and marketing, must approve and have knowledge of the development and existence of all instructional and/or course material websites.

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2. Instructional/course material/knowledge-based level websites must adhere to the aforementioned standards and procedure.

#### **F. Employee/Student Portals**

1. The associate vice president, communications and marketing, must approve and have knowledge of the development and existence of all employee and student portals.
2. There are three recognized and approved portals at SAIT: mysait.ca, SAITNOW and D2L.
3. Employee and student portals must adhere to this procedure.

#### **G. Instructor Project/Showcase Websites**

1. An instructor may develop project and/or showcase websites only with the instructor's academic chair and dean's prior knowledge and written approval.
2. The academic chair and the dean must review all instructor websites on an annual basis to ensure content remains relevant and accurate.
3. Instructor websites must be removed if the instructor is no longer employed at SAIT.
4. Instructor project/showcase websites must adhere to this procedure.
5. Information Systems must perform an annual audit of all instructor project/showcase websites. Audit information will be provided to the associate vice president, communications and marketing, and to the school's dean and academic chairs for review and further action as necessary.

#### **H. Student Project/Showcase Websites**

1. A student may develop project and/or showcase websites only with the student's academic chair's prior knowledge and approval.
2. Student project/showcase websites must be removed at the end of the program term unless the student's academic chair has granted an extension.

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3. Student project/showcase websites must adhere to this procedure.

## **POLICY/PROCEDURE REFERENCE**

ER.2.2      Web Development policy

**PROCEDURE**

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