



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: WEBSITE DEVELOPMENT & MAINTENANCE

Procedure No.	DA-706-PR	Division	Development/Advancement
Supersedes	n/a	Board Policy Ref.	n/a
Related Policies	DA-706 & IS-501	Effective Date:	September 16, 2008 (R1)

PROCEDURE

1.0 Standards

The main website, and all subsidiary sites will be established in accordance with an approved set of standards designed to enhance the professional image of the College (consult with the web developer for a copy of the Web Development Standards Manual).

The Marketing and Communications Department will guide the ongoing development and maintenance of the main College website and subsidiary sites.

Recommendations for subsidiary sites will be submitted to the College Webmaster as follows:

- 1) Functional subsidiary sites - by the appropriate Divisional VP; program subsidiary sites will require the support of the appropriate Dean/Chair.
- 2) Campus subsidiary sites - by the Campus Administrator.

During the development stage, subsidiary sites will reside on local servers; in the case of campus subsidiary sites, the Information Technology department will provide space on a provincial development server if a local server is unavailable.

Subsidiary sites will be hosted on the official College server/s and linked to the main website when all standards are met and approval received.

All technical expertise will be provided by the Webmaster (Marketing and Communications department) and the Information Technology department. The Technical Specifications Document is available to approved College website developers upon request.

2.0 Content

Ownership for content will reside with respective functional divisions or departments.

On the recommendation of the appropriate administrator, individuals who are assigned to maintain content will be provided with a password and directions for using the College's Content Management System. Passwords will grant access only to the pages directly relevant to designated content areas. Data/information will be inputted only by the designated person; any further reference to such data/information will be hypertext linked to the appropriate section in the main site

3.0 General Principles for Content Population

- Information should be organized for ease of use
- Content should be concise, current, and easily maintained
- Avoid "shovelware" -- This refers to taking copy from print and pouring it into web pages. Content must be written (re-written) for the medium
- Apply a new, leaner writing style
- Maintain consistency in style of presentation
- Use of the second person (you) works best on web pages. (A key is to imagine you are speaking to individuals rather than writing to the masses.)
- Be consistent in the design and layout of content
- Proofread carefully
- Promote the College website as a place to visit

Source: "Easy Ways to Botch a Website" by Robert Fabian, MARKETING MAGAZINE, March 2000

Approval History	
Approved by President	September 30, 2000
Revision 1	September 16, 2008
Next Review	September 2012