



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: WEBSITE DEVELOPMENT & MAINTENANCE

Procedure No.	PA-604-PR	Division	Public Affairs
Supersedes	n/a	Board Policy Ref.	n/a
Related Policies	PA-604 & IS-501	Effective Date	November 9, 2021 (R3)

PROCEDURE

1.0 General

- 1.1 The College of the North Atlantic's (CNA) main website, web applications and all subsidiary sites are a shared resource that supports and reflects the institution's mission ([Refer to the CNA's Strategic Plan](#)). The primary audience of the CNA website is prospective students and their influencers. Secondary audiences include alumni, prospective donors, the CNA community, current students, faculty, and staff, and others with an interest in CNA.
- 1.2 The CNA website serves many purposes that must be balanced and coordinated including:
 - serving CNA as a primary means of communication;
 - creating a consistent overview for each campus;
 - providing basic information and functionality to meet CNA academic, administrative, and co-curricular goals.
- 1.3 The Information Technology Department, and its database administrators, are responsible for the management of the CNA's website file storage, website databases and complete backups. A Web Development Team consisting of the Manager of Marketing and Communications, Web Designer and the Web Programmer Analyst, is responsible for: oversight of page development resources, training, and assistance; policy and guideline development of the CNA website and subsidiary/ public-facing <https://www.cna.nl.ca/> pages; and maintenance

of the format, design, and organization of the CNA's website and associated websites.

- 1.4 Requests for website content changes (other than home page content changes) should come from the applicable Vice-President or CNA Executive member and be directed to any member of the Web Development Team.
- 1.5 To ensure CNA maintains a useful, current and content-rich website that meets institutional needs, CNA students and employees are encouraged to contribute to and participate in the development and maintenance of the website. At the same time, it is important that all webpages on the CNA web server conform to guidelines (Refer to CNA's [Web Development Standards](#)) for consistency, access, and content to promote a consistent image of CNA. It is critical that all information be reviewed regularly by content editors for relevancy and currency.
- 1.6 The Web Development Team will make recommendations and work with internal stakeholders to ensure that content and links are appropriate, relevant and consistent with the mission of CNA and fall within the [Web Development Standards](#).
- 1.7 Requests regarding home page content and location changes should come from the applicable Vice-President or CNA Executive member and be sent to the Manager of Marketing and Communications who will consult with the Web Development Team and the requesting Vice-President or CNA Executive member.
- 1.8 The CNA name, logo or website may not be used by third parties in ways that imply endorsement of external organizations, their products, or services in an online capacity without the approval of the Manager of Marketing and Communications (see 6.0).
- 1.9 No link shall be made from CNA's website to unrelated third-parties that might indicate an official endorsement by CNA of such parties. The Manager of Marketing and Communications, in consultation with the Web Development Team and the General Counsel, will determine whether a link to an unrelated third-party indicates an endorsement by CNA. In addition, no links shall be made from CNA's website to personal or commercial interests when a conflict of interest may exist.

2.0 Standards

- 2.1 The main website, web applications and all subsidiary sites will be established in accordance with an approved set of [Web Development Standards](#) designed to enhance the professional image of CNA.

- 2.2 The Marketing, Communications and Recruitment Department will guide the ongoing development and maintenance of the main CNA website and subsidiary sites.

3.0 Updates / Accuracy

- 3.1 Content Editors are responsible for keeping web information updated and accurate as per CNA [Web Development Standards](#). Applicable campuses or departments should be checked regarding all facts and figures on webpages. All pages must be reviewed at least once a term for accuracy. The Web Designer / Web Programmer Analyst (at webmaster@cna.nl.ca) is responsible for providing assistance for updates to webpages.

4.0 Training / Updates

- 4.1 Content Editors will be given Content Management System (CMS) training instructions (if applicable) in order to obtain direct access for webpage updates. Departments and campuses are responsible for assigning responsibility within their areas for content updates in order to ensure that review requirements are met. The name and contact information for persons responsible for content updates must be provided to the Web Designer/Web Programmer Analyst at webmaster@cna.nl.ca.
- 4.2 Levels of access to the CMS will be determined by the Web Development Team in consultation with the appropriate supervisor. Training sessions will be provided as needed.

5.0 Grammar and Spelling

- 5.1 Text on CNA webpages must be grammatically correct and free of spelling errors. Content Editors are strongly encouraged to have their pages reviewed by another party for typographical errors. Acronyms should be used sparingly and never as a first reference.

6.0 General Guidelines for Page Design and Layout

- 6.1 The CNA logo and all variants ([Refer to the College of the North Atlantic Style Guide](#)) may not be used without prior approval of the Manager of Marketing and Communications. Pages must include the following components:

- Link integrity (Best Practices)

All links throughout webpages must function. As content on the web is ever-changing, so are pages to which links may be present. Check links at least once a month to ensure that they function and lead to the pages desired. If they are linking to an external web site (i.e., a site other than CNA), it is recommended that the link open in a new browser window. To ensure consistency and to avoid duplicate information, content that is available on an original site will not be duplicated and uploaded to the CNA website. Instead, a link to the external site will be provided along with an icon that clearly states that it will open into a new window.

- Accessibility, usability and browser compatibility

Pages should be viewable and usable by the broadest range of platforms, browsers, and equipment possible. Please consult the Web Development Team for a list of common browsers and platforms. (Common browsers are based on analytics provided by Google.)

- Alternate text

To facilitate use by text-only browsers, every image should be accompanied by an ALT tag with descriptive text explaining the image. Spacing gifs, bullets, and other incidental images should use an empty ALT tag (ALT="").

- Images

All images should specify HEIGHT and WIDTH to facilitate efficient page download.

The Web Development Team will assist with website creation and ongoing maintenance and updates. The team will assist with training for use of the CNA CMS, understanding templates, general site updates and troubleshooting, and can also assist with the development of new templates or page layouts when necessary.

Approval History	
Approved by President	September 30, 2000
Revision 1	September 16, 2008
Revision 2	November 4, 2016
Revision 3	November 9, 2021