NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
INSTITUTIONAL OFFICE

Web policy for the North-West University

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Web policy for the North-West University

As a pre-eminent University in Africa, driven by the pursuit of knowledge and innovation, with a unique institutional culture based upon the values the University espouses, the North-West University (NWU) has adopted this Policy on the NWU website on 19 September 2008.

PURPOSE STATEMENT:

- It is the policy of the NWU to provide an official University website that supports the business needs of the University while meeting the needs of selected audiences. The different web pages of the units/schools/faculties/departments within the University all form part of the NWU website.

- The purpose of this document is to provide the staff of NWU with the necessary information, to optimise the NWU website as an effective communication medium for the benefit of the University as a whole, specifically with the following goals:

  - to enhance the University's presence on the Internet and to broaden recognition for the University, while strengthening its image;
  - to enhance the consistency of the university web site through the ongoing publishing of current, informative and engaging material that is presented in an attractive, consistent, accurate and professional manner;
  - to support a sustainable information and communication infrastructure that supports the University's mission, goals and objectives through an on-line presence;
  - to optimise resources to streamline and automate the development and maintenance of the NWU web site as a quick and easy accessible means of communication with the University's target audiences.

- It defines standards, definitions, rules, procedures and guidelines to ensure that information on the NWU website and other electronic channels are legible, legally compliant, accurate and consistent.

APPLICABILITY AND SCOPE:

This policy and the web procedures, web rules and guidelines apply to all staff, service providers and contractors who develop web systems for the North-West University. This includes programming, content development, publishing and the design and layout of web pages.

The policy applies to the official NWU web pages and the NWU staff intranet, all of which could be hosted in a Microsoft or Linux environment.

All these rules, procedures and guidelines are subject to the official policies of the University and especially the policy for the responsible use of information and communication technology.

CONDITIONS:

- The NWU is committed to intellectual and academic freedom and to protecting the rights of students and staff to exercise freedom of expression and free academic inquiry and discovery. Users must in turn respect the rights of other users, respect the integrity of the systems and related physical resources, and comply with the South African Constitution and other applicable laws, regulations, and University policies.

- While the University strongly believes in freedom of expression, it is not obliged to provide the facilities for the unrestricted electronic practice of this right; thus, web publishing and the use of electronic communication at NWU is a privilege, not a right.

- This policy will be reviewed as deemed necessary.

RESPONSIBILITIES WITHIN THE WEB MANAGEMENT MODEL

- **NWU Web Redevelopment Task Team**

  Role: The NWU Web Redevelopment Task Team is a sub committee of the Institutional Management (IM) committee and is responsible for restructuring, planning and developing the new NWU web.

  This group will automatically disband and become part of the Web Support Structure (WSS) after the launch of the first phase of the new NWU web.

  Composition:
  The Task Team is chaired by the Executive Director: Corporate Affairs and Relations and reports to the IM.

  Members include:
  - Representative(s) of ITC;
  - Representatives of the communication and marketing offices on the campuses;
  - Representative of the Institutional Office;
  - Representative from the Institutional Administration; and
  - Representative from Institutional Languages Directorate;

- **NWU Web Control Committee**
  Role: To ensure the development of a quality University website in line with the NWU vision and strategic plan and in support of the business needs of the University. The Web Control Committee also advises and supports the WSS.

  Composition:
  The Committee is chaired by the Executive Director: Corporate Affairs and Relations and reports to the IM.

  Members include:
  - Institutional Director: Information Technology Central (ITC)
  - ITC Representative
  - Institutional Office Electronic Manager
  - Campus Electronic Managers
  - Vice-Principal and Executive Director: Teaching-Learning
  - Institutional Director: Language
  - Institutional Director: Research
  - Institutional Director: Innovation
  - Representative from the Institutional Student Representative Council (ISRC)
  - Institutional Director: Implementation of Expertise
  - Institutional Administration

  The Control Committee convenes every three months and is supported by the WSS which is responsible for the translation of the NWU web strategy into a workable plan.

- **The NWU Web Support Structure (WSS)**

  This is a virtual network of NWU staff working towards the optimisation of the NWU web, consisting of role-players across the University. They are responsible for the translation of the NWU web

strategy into a workable plan and oversee the planning, design, structure and development of the NWU web. They also ensure that policies of the NWU are followed to keep consistency regarding the official templates application, accuracy of official information and regular update of all web content.

The WSS reports to the Web Control Committee.

Specific responsibilities include:

- Overall architecture, design and layout of NWU web in accordance with guidelines set out in the policy document;
- Providing guidance to web publishers according to the Policy document;
- Controlling operation of the central web server;
- Awarding disc space and rights to registered web publishers;
- Ensuring that set rules are adhered to and the standard of web pages are maintained;
- Acting as a central contact person to provide information about NWU web;
- Handling administrative functions of the NWU web;
- Evaluating and making available web browsing software;
- Arranging training programmes for users;
- Recommending tariffs for placing information on the NWU web;
- Ensuring the correct application of the NWU corporate identity (CID);
- Handling applications from University stakeholders with regards to services provided.
- General web enquiries via e-mail

Members and their responsibilities:

- **Executive Director: Corporate Affairs and Relations:** This person oversees the NWU web from a strategic point of view. In addition he /she acts as mediator in case of a dispute relating to aspect(s) of the NWU web.

- **IO Electronic Manager**: is located at IO in the CAR Office. This person drives the total NWU web in terms of established policies, processes and procedures. In addition he / she is responsible for the planning, the appearance and setting up of the website navigation, design, updates and the development and maintenance relating to governance and management information of the NWU. The IO Electronic Manager is also responsible for overseeing the web publishing within the IO, implementing the Web Control Committee's decisions. He/she works with and supports Campus Electronic Managers and Publishers towards the effective management of the NWU web.

- **Campus Electronic Managers:** Every campus should have a dedicated person(s) overseeing the relevant campus' web publishing in general. This person implements the Web Control Committee's decisions and the WSS' action plan and acts as coordinator and overseer to the activities of the campus web publishers. They work closely with the IO Electronic Manager. The Campus Electronic Manager looks after site usability and user experience and is ultimately responsible for website construction and maintenance to ensure professional and concise representation of the relevant campus on the bigger NWU web. The Campus Electronic Manager is also responsible for and supports the WSS in the overall application of the correct University's corporate identity. Content placement can be part of an Electronic Manager's responsibilities, while content creation is typically not.

- **NWU Web Publisher(s):** A person who edits web pages, manages websites, and/or edits content from external sources that are used in web pages (e.g. databases). This person normally uses a web-based content management system, such as OpenCMS to edit content on a web page. This person may also have skills in image design and development for the web. NWU Web publishers are situated at IO and all three campuses and represent specific faculties, divisions, departments, schools and other business units. Ideally each of these groups needs to be represented by at least one web publisher.

- **NWU IT Representative(s):** The NWU ITC department maintains the technical architecture of the NWU web, operates the central web server, awards disk space and rights to

registered web publishers and supports the WSS in the overall application of the correct corporate identity, providing guidelines to web publishers, ensuring that web page standards are maintained while facilitating optimisation of the NWU web in support of the University's mission. They are also responsible for hardware, software and web training.

- **Web publisher trainers:** (See contact list for details)

  ITC: Applications and Research (APR) is responsible for empowering the campus IT divisions to convey training programmes to users in composing and placing web pages on the NWU web. A new publisher will be trained in the following:

  - How to publish on the intranet
  - How to publish on the internet
  - How to build menus
  - Do's and don'ts of internet and intranet publishing (CAR office)

  Academic Support Services (AS) is responsible for training concerning the educational uses of the web (e-learning environment: e-Fundi).

  Ferdinand Postma Library (FPB) is responsible for training concerning publishing of bibliographic and subject information.

  Institutional Administration is responsible for training in the following:

  - The use of the intranet links dedicated to records management
  - The use of the electronic records management system.

- **Voluntary /Ad hoc information providers**
  These are staff or students who publish information on an ad hoc basis. Lecturers can use e-Fundi to publish study material.

REFERENCE DOCUMENTS

The following documents can be accessed for more detailed information pertaining to the NWU Web:

- Conditions for the use of the North-West University website (copyright, disclaimer, indemnification, privacy policy, etc)
- Rules and guidelines for the use of electronic mail
- Rules and guidelines for the protection of IT infrastructure
- The NWU Policy on the responsible use of information and communication technology
- Registration form to apply for IT courses relating to the intranet, internet and menu training
- The NWU Policy on archives
- The NWU Records Management Policy
- Definitions within the NWU web environment

- Organigram: Web Management Model
- Web Publishing Rules and Guidelines
- NWU Web Procedures
- Web Support Structure Contact list

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