

# University of Alberta

## Faculty of Medicine & Dentistry

### Internet Website Standards Policy

*This website is also governed by the U of A Visual Identity policy:*  
<https://policiesonline.ualberta.ca/PoliciesProcedures/Policies/University-Visual-Identity-Policy.pdf>

<b>Office of Accountability:</b>	Office of the Dean
<b>Office of Administrative Responsibility:</b>	Chief Operating Officer, FoMD
<b>Approver:</b>	Faculty Administration Committee
<b>Scope:</b>	Compliance with this policy extends to all members of the Faculty community (academic faculty, administrators, support staff, learners, etc.)

#### **Overview**

The experience visitors have when they come to the Faculty of Medicine & Dentistry (FoMD) website and/or website of a FoMD department, division, institute, center, project or faculty member can either positively or negatively impact their associations with the Faculty and the University of Alberta. For that reason, it's critical that we consider their experience when we're developing our web materials.

The website plays an integral role in communicating our brand and it should demonstrate our standing as the premier medical and dental school in the province. A cohesive and coordinated approach to representing our brand increases the university's effectiveness in attracting and retaining students, faculty, philanthropic donors, funding agencies and partners. It also instills confidence in the broader community and provides a solid foundation upon which our community-based programs can be built.

The key to a successful website is content. Clear and simple information architecture is possible when content is up-to-date, written for the web, and organized by task and audience.

As a communications channel and primary source of information for a variety of key stakeholders, all websites on the FoMD and or UAlberta domain must deliver a positive user experience based on consistent visual presentation, an intuitive approach to navigation and web-friendly content.

#### **Purpose**

The FoMD Website Standards Policy protects and promotes the Faculty's reputation by outlining appropriate and consistent usage.

The Website Standards Policy is the joint responsibility of the Office of Communications and MedIT. A FoMD managed Website Standards Policy which aligns with the University of Alberta's Visual Identity Program minimizes the risk of misuse of the Faculty's and the University's brand and its integrity.

#### **Policy**

1. The Faculty of Medicine & Dentistry website is an internet site with the primary purposes of marketing the FoMD and of aiding in the recruitment of faculty and learners. Its secondary audience is the

internal FoMD community. Communication targeting internal FoMD community should be through an internal mechanism.

2. All FoMD and subsidiary web pages shall comply with the University's [Visual Identity Policy](#) by January 1, 2014 and consistently maintain it throughout the site.
3. All subsidiary internet websites and web pages shall use a template provided by University Digital Strategy, by January 1, 2016 contingent upon available university resources.
4. The authoritative source of information for each element of the FoMD internet website and its subsidiary sites is the APO or senior department administrator assigned with responsibility for the site and/or the staff member assigned by the Department chair/divisional director.
5. All subsidiary internet web pages are the responsibility of the subsidiary unit/faculty member. These pages shall comply with standards of content writing and presentation as determined by University Digital Strategy.
6. Best practices indicate there should be no duplication of content on the FoMD subsidiary websites. All should be linked to source webpages from the FoMD master site or the UAlberta website.
7. Content including text, photos or videos of animals and rodents and/or facilities which house such will not be posted.
8. Units shall ensure that all content is accurate, up to date, and free from grammatical or typographical errors and that links remain functional.
9. Units shall check their pages on a quarterly basis (at a minimum) to ensure information is up to date.
10. All websites are to be updated annually.
11. All initiatives with significant philanthropic funding are encouraged to post an update to donors/stakeholders when research is published or at a minimum; bi-annually. This can be done at a highlevel in accordance with the terms of the gift.
12. FoMD and subsidiary webpages not complying with the above will not be allowed to link from another university webpage.
13. Any exceptions to the above policies must be approved by the Faculty Administration Committee for recommendation to the Dean's Executive Committee.
14. Webpages which do not comply with the above policies will be reviewed bi-annually by the Faculty Administration Committee and may be removed, upon recommendation to Dean's Executive Council, from the UAlberta and FoMD web space until they are compliant.

## **DEFINITIONS**

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use.	
<b>Internet Website</b>	An external website that is accessible to the general public such as one that is not restricted by University staff authentication.
<b>Intranet Website</b>	An internal website that is accessible to University staff only, and not accessible to the general public.
<b>Subsidiary Internet Web Pages /websites</b>	Websites developed by a Department, Division, Institute, Centre, Group, faculty member or one representing a faculty- related project bearing a University of Alberta domain address.

**Faculty community**

Includes individuals of FoMD such as academic faculty, administrators, non-academic support staff, learners (undergraduate students, post-graduate students, post docs, summer students, etc), and volunteers.

*Approved at Faculty Administrators Committee October 2, 2013*

*Approved by Dean's Executive Committee on January 13, 2014*