Sheridan	**THE SHERIDAN COLLEGE INSTITUTE OF TECHNOLOGY AND ADVANCED LEARNING**	
TITLE: Operational Procedure to Establish and/or Maintain Website(s) at Sheridan		
Date of Approval: **Effective Date: January, 2017**	**Mandatory Review Date:**	**Approved By:** **Web Governance Council**

1   INTRODUCTION

The purpose of Sheridan Web presence is to provide access to official information, to disseminate and extend knowledge and to foster free exchange of ideas. It is also a valuable asset for marketing and branding Sheridan, for reaching and engaging students and key stakeholders, and for revenue generation.

2   PURPOSE

This procedure provides information that will assist all areas of Sheridan to create and/or manage their own web property(ies) in compliance with Sheridan's Web Governance Policy.

3   DEFINITIONS

- "Academic" systems or websites are all systems/websites used for the purposes of academic programming and course management. This includes SLATE and other websites built and used for the purposes of course delivery by instructors or as part of course learning by students.
- "Affiliated web property" means a web property that has a clear connection to any of Sheridan's programs, departments or units but is not managed through Sheridan's official content management system (CMS). Examples of an affiliated website would be: myotr.sheridancollege.ca; it.sheridancollege.ca
- "Content Owners" are content subject matter experts within the Faculties and administrative business units, who are responsible for the development and accuracy of content specific to their area of expertise.
- "Official web property" refers to Sheridan's website: www.sheridancollege.ca or a website that is managed through Sheridan official content management system, (eg.Sitecore) such as caps.sheridancollege.ca

- Sheridan's "web presence" is made up of Official and Affiliated web properties.
- "Web property" is a point of presence (e.g. a website or web application viewed via a browser on desktops or mobile devices or a native mobile app); that is an asset of Sheridan College used for the purpose of representing Sheridan and its interests.
- "Website" is a set of related web pages typically served from a single web domain (eg. www.sheridancollege.ca), hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a uniform resource locator (URL) or web address.
- "Website governance" uses people, policy, standards, and processes to facilitate discussion, resolve ambiguity, manage short- and long-range goals, and mitigate conflict, regarding website related project execution, website direction and performance management within Sheridan.

4   SCOPE

4.1   Production and Support of Sheridan Web Pages, Sections and Sites

Sheridan's Web Operations team is responsible for the design, production, maintenance, and oversight of all official Sheridan College web properties. Sheridan's Digital Strategy departments comprised of Web Operations and Digital Marketing serve as subject matter experts on web publishing and the use of new technologies and innovations in the area of web development, web content management, web quality assurance, web accessibility and web performance measurement. Sheridan's Web Operations team works with academic departments and administrative offices to ensure the availability and professional presentation of information on the Web in accordance with our Sheridan Web Governance Policy and Web Standards.

5   PROCEDURE

5.1   Requesting **New** Sheridan **Official** Pages, Sections or Websites

Any Sheridan department/business unit is eligible to request new Sheridan Official Web Page, Web Section or Website. All official web pages/sections/sites are planned for and developed using Sheridan's official CMS, Sitecore.

1. Faculties and Organizational business units may request new Sheridan Official Web pages and/or sections by emailing webgov@sheridancollege.ca. All requests will follow the process outlined in Section 5.6.
2. All requests will be assessed and prioritized based on predefined criteria, as outlined in Sections 5.4 and 5.5.

3. Upon further analysis of the request, a web consultation with web operations manager and a completion of a Web Project Brief may be required. Web Project Brief can be downloaded from Access Sheridan.

5.2 Requesting **New** Sheridan **Affiliated** Websites

A department or business unit may request a Sheridan affiliated website. Affiliated websites are not developed within Sitecore CMS. Each requesting department must submit a Website Affiliation Brief to Sheridan's Web Operations for review.

Faculties and Organizational business units may request new Sheridan Affiliated Web sites by emailing webgov@sheridancollege.ca. Website Affiliation Brief can be downloaded from Access Sheridan or webgov.sheridancollege.ca. All requests will follow the process outlined in Section 5.6.

For all requested Affiliated websites, a requesting department accepts responsibility for the content and upkeep of the web page(s) within the context of Sheridan's web standards and guidelines, and identifies a contact person in the unit who is authorized to maintain the site.

5.3 External Website Development

All academic and administrative business units interested in contracting with a web developer not associated with Sheridan's Web Operations, should first consult with Sheridan's Web Operations for consideration. This outside arrangement might be appropriate if the work cannot be done in a timely manner internally or involves technologies beyond those available to Sheridan. The work request will be assessed and will be offered to outside web developers in accordance with Sheridan's procurement policies and in compliance with Sheridan's web standards and guidelines. If the work is to be bid off-campus, Sheridan's Web Operations team will play an active role in the communications with the external developer. This will ensure that the external developer abides by all web standards, that quality is maintained, and that the work is done in such a manner that ongoing support can be provided at Sheridan, if required.

All requests for Sheridan new web pages, sections, sites and applications will be reviewed, sized and prioritized based on identified criteria.
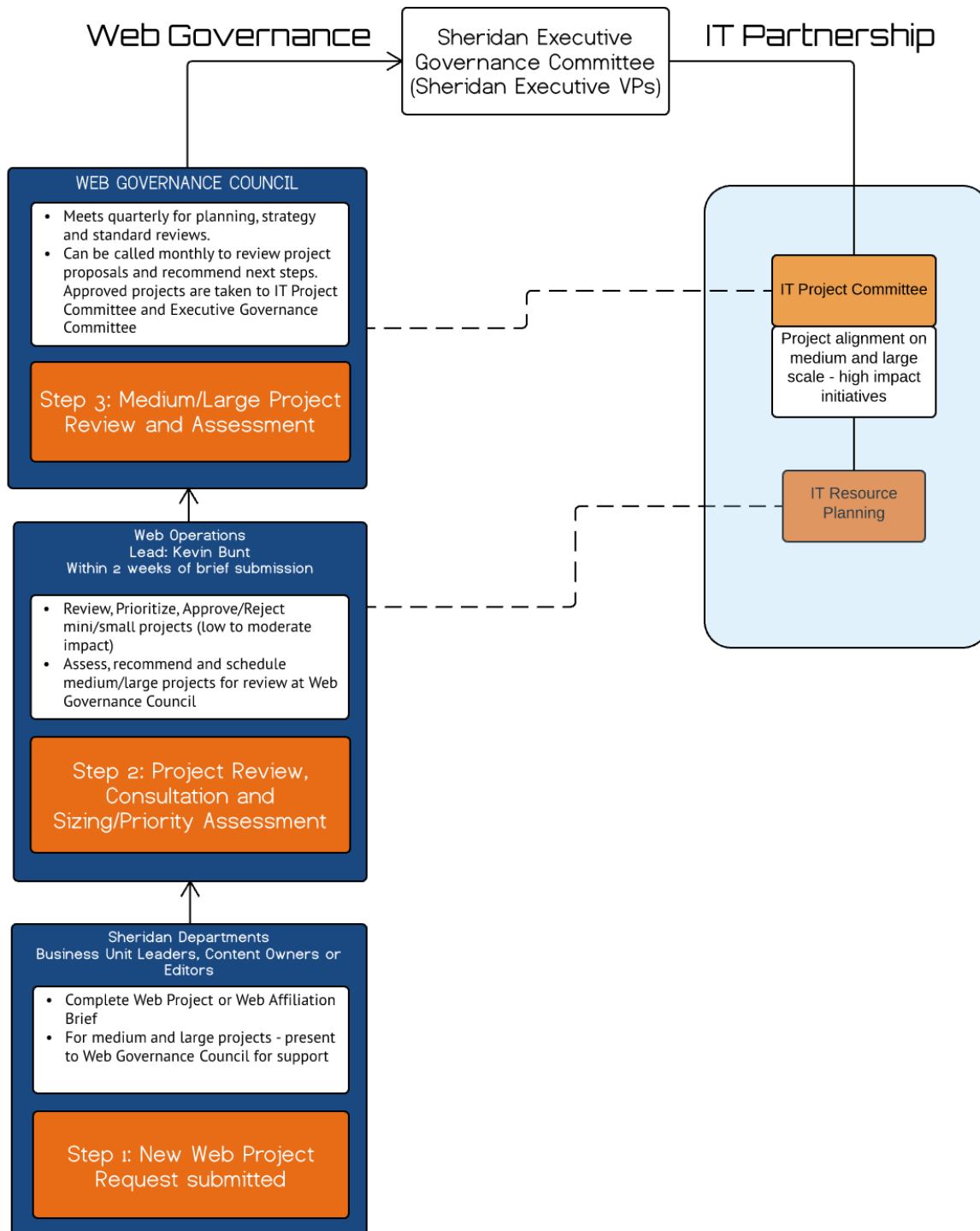
5.4   Criteria used to establish Project Priority.

Criteria	Criteria Definition	Assigned Weight	Project Prioritization Value		
			Low	Medium	High
Business Critical	Required to sustain critical Sheridan operations and in direct alignment with strategic goals	4	1	2	3
Importance and Value to Sheridan	Fulfills value-added business need for internal operations and/or provides a direct benefit to Sheridan external and/or internal audiences	3	1	2	3
Financial Impact	Benefit to cost ratio, including the total costs savings versus investment impact to budget	2	1	2	3
Degree of Risk	Factors to consider: Level of complexity, size of effort, organizational change, resource availability/expertise and internal/external risks/influences	1	1	2	3
		Scoring Legend:	10-15 = **Low**	16-23 = **Medium**	>= 24 = **High**

5.5   Criteria used to establish Project Size

All Medium and Large Project Requests will be reviewed by Sheridan's Web Governance Council. Requesting departments should be prepared to submit a required Web Project Brief and attend a Web Governance Council to discuss the project and obtain support.

Criteria	Project Size				
	Micro (Task)	Mini	Small	Medium	Large
Impacted Organizations/Visibility	1 Division (1)	2 - Division (prime and shadow/delivery partner) (2)	3 - Division (prime and shadow/delivery partner) (3)	Multi-Department & Delivery partners/Agencies (4)	Public/Institution - Wide & High Visibility (5)
Visibility	Low Visibility AND Operational (1)	Low Visibility AND Strategic (2)	Midium Visibility AND Operational (3)	Midium Visibility AND Strategic (4)	High Visibility AND Strategic (5)
# of Resources	1 Individual (1)	2 Individuals (2)	3-5 Individuals (3)	5-10 Individuals (4)	>10 individuals (5)
Work Effort Estimate	<24 Hours (3 business days) (1)	< 40 hours (1 work week) (2)	40 - 160 hours (1-4 work weeks) (3)	1-3 months (4)	> 3 months (5)
Total Project Duration - Elapsed Time	< 2 week (1)	< 2 month (2)	2- 5 months (3)	6-12 months (4)	> 12 months (5)
Estimated Project Budget	<2000 (1)	<7000 (2)	$7001-20,000 (3)	20,001-200,000 (4)	>200000 (5)
Level of Project Management Required	<3% - 1 hour per week (1)	< 4 - 7% (1/2 hour per day) (2)	8 - 25% (3)	25-50% (4)	51-100% (5)
Scoring Legend	7 11 Task	12 16 Mini	17 23 Small	23 29 Medium	30 35 Large

5.6 Project Approval Process and Steps for New Project Requests

Web Governance

Sheridan Executive
Governance Committee
(Sheridan Executive VPs)

IT Partnership

WEB GOVERNANCE COUNCIL
- Meets quarterly for planning, strategy and standard reviews.
- Can be called monthly to review project proposals and recommend next steps. Approved projects are taken to IT Project Committee and Executive Governance Committee

Step 3: Medium/Large Project Review and Assessment

IT Project Committee

Project alignment on medium and large scale - high impact initiatives

IT Resource Planning

Web Operations
Lead: Kevin Bunt
Within 2 weeks of brief submission
- Review, Prioritize, Approve/Reject mini/small projects (low to moderate impact)
- Assess, recommend and schedule medium/large projects for review at Web Governance Council

Step 2: Project Review, Consultation and Sizing/Priority Assessment

Sheridan Departments
Business Unit Leaders, Content Owners or Editors
- Complete Web Project or Web Affiliation Brief
- For medium and large projects - present to Web Governance Council for support

Step 1: New Web Project Request submitted

6 WEBSITE REGISTRY

Sheridan's Website Registry will be comprised of all Sheridan approved, affiliated websites and will 'grow' by adding web properties, as they are being approved, developed, and introduced, in compliance with Web Governance policy and standards. Unit Leaders and Content Editors of all websites on this registry will receive information and communication pertaining to Sheridan adopted web standards, training, content management, quality assurance best practices in accordance with Sheridan's Web Governance Policy. Web Registry will be accessible and may be viewed at webgov.sheridancollege.ca

7 UNIT LEADERS, CONTENT OWNERS AND CONTENT EDITORS

Unit leader is typically the organizational leader of a specific unit and ultimately responsible for the strategic direction of their corresponding unit's positioning and messaging and all of the content owners and contributors within their unit. For example, the dean of the business school would be the unit leader in this scenario.

Content Owner has the ultimate responsibility for the accuracy of specific content. For example, the person that owns the financial aid and scholarship information for the business school is a content owner of that content. Content Owner provides content to the content editor and approves content prior to publishing but must collaborate with Digital Strategy, ITS and through a web governance process, where required on technical implementation and content strategy.

Content Editor develops and/or maintains content on official and/or affiliated web properties. Content Editors are responsible for reviewing and fact checking the content prior to final approval. Content Editors ensure that the content is compliant with college style guide, brand standards, photography and web guidelines. Content Editors should be comfortable working in a technical environment using adopted Content Management Systems at Sheridan. Content Editors will be offered training and provided information on adopted technologies, standards and procedures at Sheridan. Content Editors may be asked to act as liaisons between Web Operations/Digital Marketing/IT Services teams and Business Units they represent.

Detailed descriptions of Roles and Responsibilities of all Sheridan functional groups whose web services support needs involve Sheridan resources are outlined in the Web Responsibility Guidelines for Stakeholder Roles within Sheridan.

8   CMS/WEB INSTRUCTION AND TRAINING

Sheridan's Web Operations team will facilitate web training for its officially recognized and supported Content Management System(s) – Eg. Sitecore. All identified Sitecore Content Editors ("Super Users") are required to attend scheduled Sitecore Training. All Business Unit Leaders and Content Editors are notified of any upcoming training and workshops. Content Editors should attend training on a regular basis to maintain their "Super User" status and to keep current with evolving CMS enhancements and evolutions.

From time to time, Sheridan's Web Operations and Digital Marketing teams will conduct training and workshop on web content management best practices (eg. Writing for the web), compliance/regulatory requirements pertaining to web content management (eg. AODA) and approved web standards/tools associated with maintaining quality and integrity of Sheridan's web properties. These workshops and training sessions will be available to all stakeholders responsible for developing web & content strategies and/or maintain and manage web content on behalf of their lines of business.

Training sessions will be communicated to all stakeholders via email or can be viewed at webgov.sheridancollege.ca.

9   DOMAIN URLS

Most domain URLs are established in the format of xxxx.sheridancollege.ca or xxx.sheridanc.on.ca. These subdomains will act as a point of entry and will redirect the user to the most appropriate content locations on the Sheridan official or affiliated web properties. All departmental and recognized affiliated organizational web properties must be housed on Sheridan's approved web servers and are required to use sheridancollege.ca or sheridanc.on.ca domains. Other domain names such as .com, .net, or .org may only be used if approved by Digital Strategy. Domain URL requests must be submitted to webgov@sheridancollege.ca

9.1   Marketing URLs

The purpose of a Marketing URL is to allow the department to advertise its programs and services by providing a customer friendly web address. A request must be submitted to webgov@sheridancollege.ca should a Marketing URL be required by either an Academic or Administrative Business Unit within Sheridan. Most marketing URLs are established in the format of xxxx.sheridancollege.ca. The marketing URL will act as a point of entry and will redirect the user to the most appropriate content locations on the Sheridan official website.

10 RELATED DOCUMENTATION (Procedures/Additional Policies/ Forms)

Web Governance Policy

Web Responsibility Guidelines for Stakeholder Roles within Sheridan

Web Project Brief

Web Affiliation Brief