



THE UNIVERSITY OF
MELBOURNE

MDHS Web Approval & Governance Model

Marketing and Communications | Faculty of Medicine,
Dentistry and Health Sciences

Document Identification	
File name:	MDHS Web Approval & Governance Model
Version:	V05
Status:	Final
Date:	9/04/2018
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Introduction

The Faculty of Medicine, Dentistry and Health Sciences (MDHS) web environment has the largest web presence of all faculties across the University of Melbourne.

- 1 x faculty website
- 1 x faculty study hub
- 6 x school websites
 - incorporating 31 department/centre sub-sites
 - approximately 1000 research Group / Projects webpages

This document is designed to establish the MDHS web approval and governance model for schools seeking to expand or enhance their digital environment **within the current** MDHS web structure (Matrix Controlled Environment – MCE).

Overview

Post BIP, the resources within schools for managing web content were reduced or lost. With the rollout of the Matrix CMS distributed authoring model across the faculty, the number of staff able to manage their own web content is slowly increasing.

To mitigate the potential risk to the faculty's web structure and brand, Marketing and Communications are implementing controlled measures to ensure;

1. Integrity of brand and site performance for each school is maintained (not eroded),
2. All new (web) work is aligned to the faculty's and school's strategic plan,
3. The ongoing management of the faculty's focus points: Study, Research & Engagement are well resourced and sustainable for the life-time of the website.

MDHS Web Approval and Governance Model: Purpose

The purpose of the faculty's web approval and governance model is to ensure that the currency and accuracy of web content for MDHS is of a high standard and the management of its web content is sustainable over time with the available resources within each school.

This web approval and governance model will;

- Implement the **criteria** for Schools/ Departments/ Centres seeking further web enhancements or development of the existing MDHS web structure,
- Establish the **approval process** to request new custom web enhancements within each school's digital architecture and design,
- Outline the **responsibilities** of content owners requesting custom web enhancements and the ongoing obligations in providing current and accurate web content,
- Establish the **archiving process** for unmanaged or out of date web content.

Criteria for custom web enhancement

Before submitting a request for a **custom web enhancement**¹ for a School/ Department/ Centre, staff should gauge whether the school's internet is the appropriate communication tool to deliver this information or if a pre-existing web alternative within the university already exists. Below is a list of business criteria that should be considered.

Stakeholders support	<ul style="list-style-type: none"> Does the provision of this information provide support for stakeholders who cannot reasonably access this information in other ways? Does it provide a tool or information for the benefit of the end user (Internal, external audience)?
Provide a Cost Benefit	<ul style="list-style-type: none"> Does the provision of this information enable stakeholders to 'self-service' their initial enquiry? Does it reduce a School's operating costs such as postage of hard-copy materials or reduce the production of printed materials? For example, publishing an annual report online rather than posting copies to stakeholders. Does it reduce the time cost for staff who transact with stakeholders? Does this content provide answers to questions which allow service and information requests to be immediately and automatically processed? Does this content enable stakeholders to directly access services online without third party assistance? Is this a requirement of a grant contract?
Risk Reduction	<ul style="list-style-type: none"> Does the provision of this information or access to this service mitigate a known or potential risk to the faculty or to its stakeholders? For example, advice on how to submit a 'working with children' permit.
Branding	<p>Does the provision of this information;</p> <ul style="list-style-type: none"> Align to Faculty and School strategic goals? Adhere to the single source of truth principle, therefore the information is not already available within the Faculty's or University's digital environment?
Ownership	<p>Content published on the School/ Department/ Centre website must be current, relevant and of a high quality.</p> <ul style="list-style-type: none"> For the life of the <i>custom web enhancement</i>, is your area resourced to maintain the content it publishes? Does the nominated staff member assigned to manage the <i>web resource</i>² have 'web publishing' included in their position description duties?

If your information does not meet any of the above criteria, then the website may not be the most appropriate publishing method.

For questions about web publishing, please contact the digital team
<https://staff.unimelb.edu.au/mdhs/marketing-communications/digital>.

¹ Custom web enhancement is defined as any web publishing requirement that cannot be facilitated and managed through the existing faculty web templates and site structure for News & Events, Research, Study, Engagement and About.

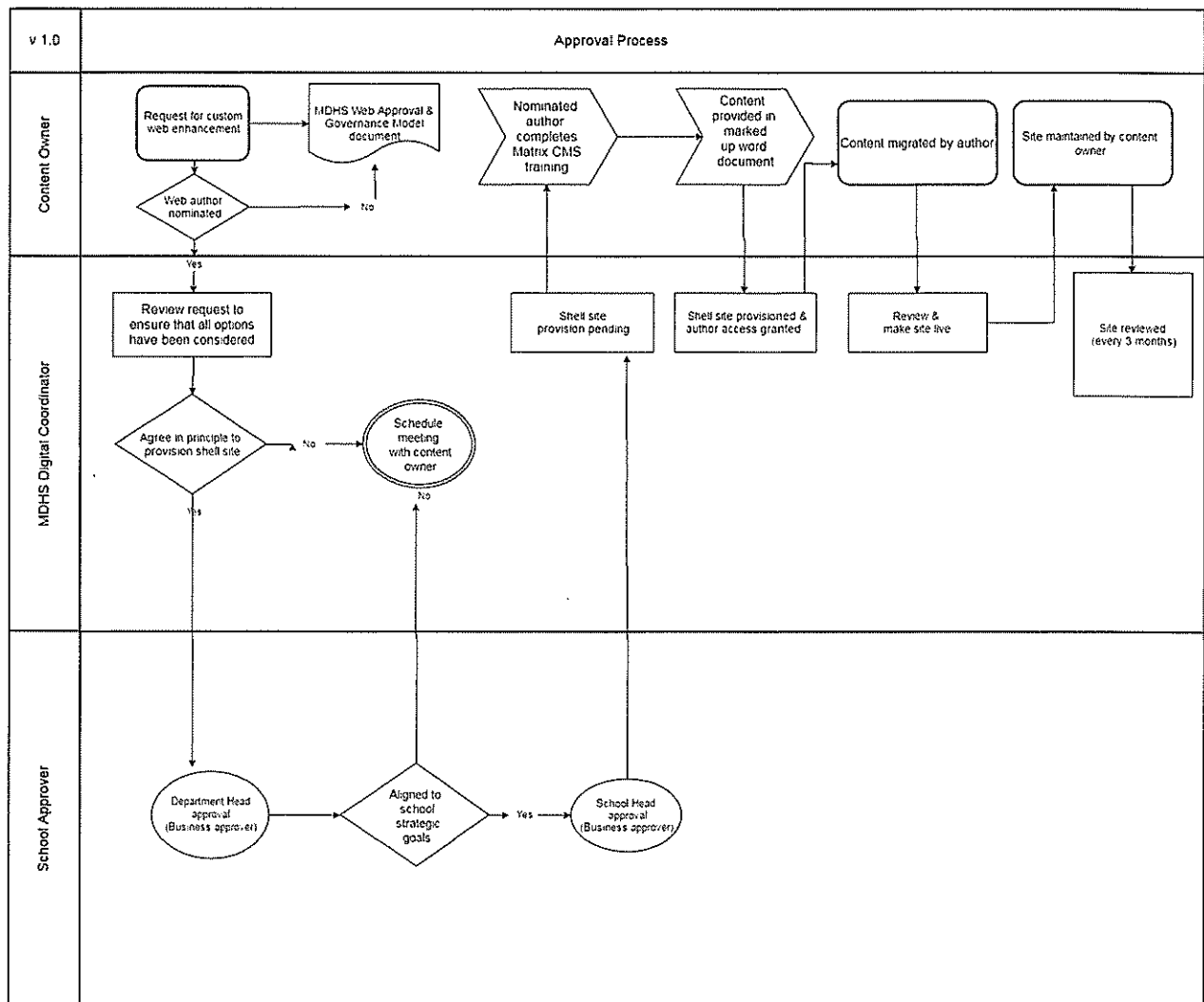
² Web content, images, publications, contact lists, downloads

Approval process

The faculty's web framework has strictly controlled templates to standardise how we present, manage and review web content (e.g. news, study, scholarships and research).

Deviating from this framework inherently creates risk to the University brand. To avoid this, MDHS Digital team must be consulted for new custom web enhancements.

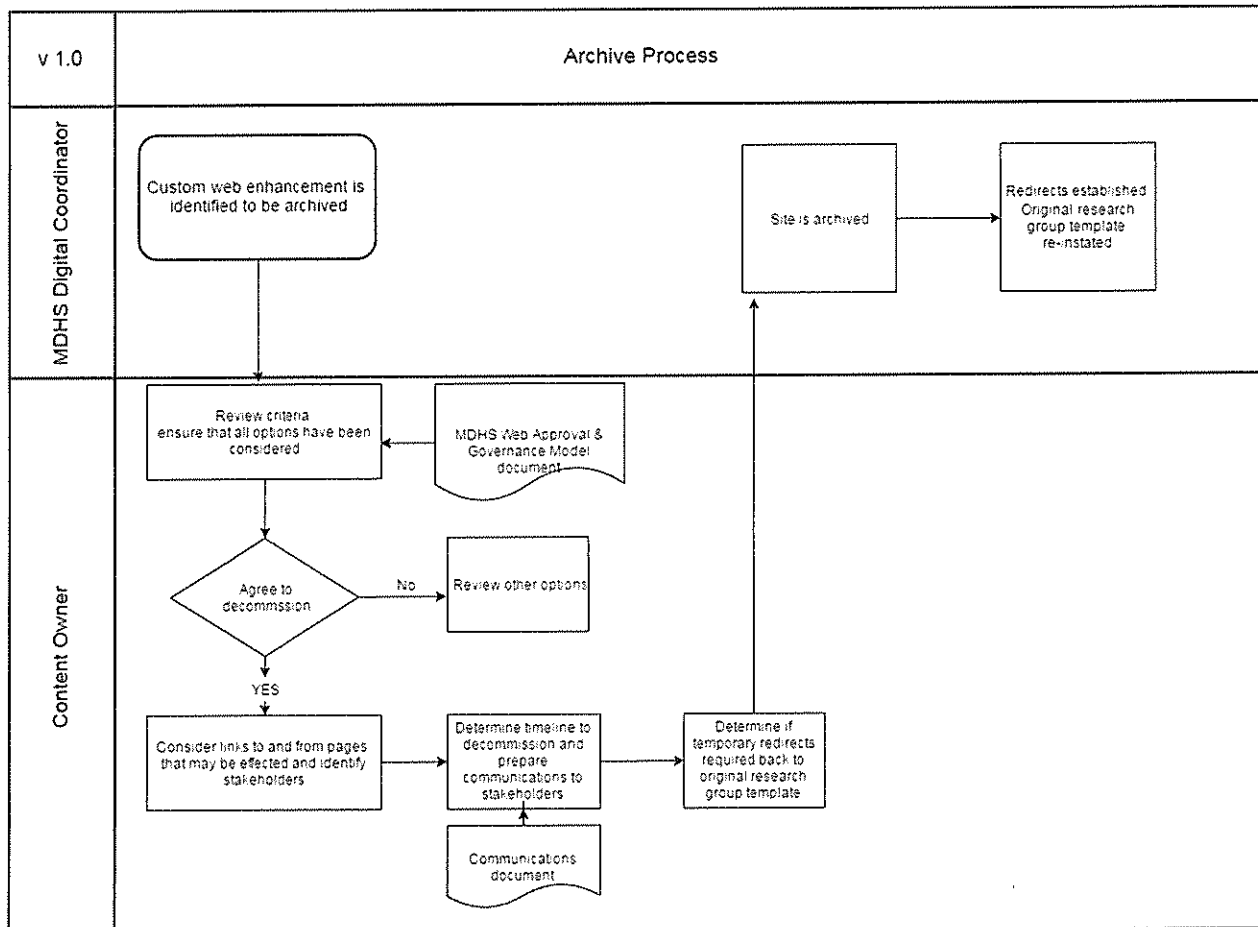
The approval process below illustrates the workflow for staff seeking to request **custom web enhancements** for their School/ Department/ Centre websites.



Archive process

Out-dated and inaccurate web content reflects poorly on the associated school and erodes the quality of search results in Google. To prevent this, all custom web enhancements will be periodically reviewed and assessed against roles and responsibilities agreed to by the content owner. In consultation, an archive process will be triggered to identify unmanaged or out of date content.

The workflow below for content owners and the faculty’s digital team is designed to protect the faculty’s brand and provide the best service to its stakeholders.



Roles & Responsibilities

Glossary of roles

Roles	Description
Content author	Staff that produce content only.
Web author	Staff who edit and publish web content only.
Content approver	Staff who are authorised to approve or reject content for the web.
Business approver	Managers within School/ Department/ Centre (e.g. Department Head)
MDHS Digital Coordinators	Digital team within MDHS Marketing and Communications. Staff who manage users and sites. Set-up and implement advanced Matrix CMS functionality for business improvements.

Content owners

1. Content owners must ensure the nominated web author for the school, has the capacity and resources to adequately maintain the content for the life of the website.
2. Content owners should ensure there is sufficient budget (School/ Department / Centre) to employ a resource and that the position description of that resource includes web publishing.
3. It is the responsibility of content owners that their pages / logos / and site architecture adhere to the University of Melbourne Masterbrand policy and guidelines from 2019 onwards. This responsibility includes the reviewing of content, the management of content and the migration of content into the Matrix Controlled Environment 2.0 (MCE 2.0).

Web author

1. Web authors are responsible for managing and maintaining the currency and accuracy of their content.
2. Web authors must ensure that external facing content is of a high standard.
3. Web authors must ensure new content is quality checked.
4. Web authors should review and update their content regularly.

Version history

Version No.	Version Date	Summary of Changes	Prepared by:
V01	13/01/2017	Creation of Document	Brendan Cigognini
V02	30/01/2017	Formatting & amendments	Jessica Taylor
V03	24/01/2017	Amendments based on Corrina Langelaan feedback	Jessica Taylor
V04	19/09/2017	Amendments based on Chris Altis feedback	Brendan Cigognini
V05	9/04/2018	Amendments	Brendan Cigognini

ACKNOWLEDGE OF OBLIGATION

I have read and accept the terms of the MDHS Web Approval & Governance Model. By adding my signature, I agree to my obligations as outlined in the Roles & Responsibility of this document.

Dept. / Centre Head / Manager

School Head / Manager

X SILVIA DE BONO.

X

Print Name

Print Name

X *Silvia De Bono*

X

Authorized Signature

Authorized Signature

Date: 09/01/2019

Date:

