





**Web portal**

A website or service that offers a broad array of resources and services, such as email, forums, announcements and documentation. For the purpose of this procedure, mysait.ca is referred to as a portal.

**Website**

A collection of web pages that represents Sait, promotes its brand and displays its official trademark(s). Information presented on the website includes but is not limited to calendars, fact sheets and recruitment documents, course listings, Sait policies and procedures and links to Sait-sanctioned websites.

**GOVERNING PRINCIPLES**

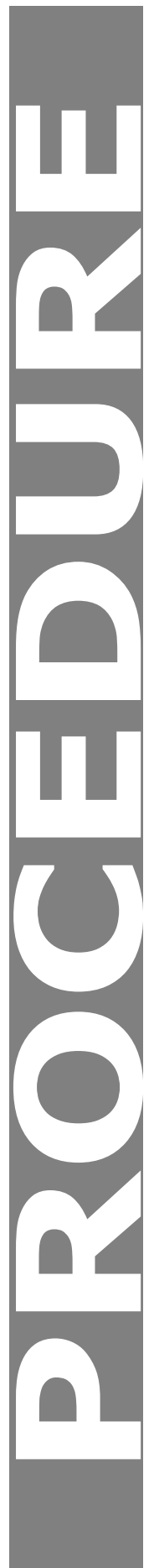
1. This procedure assists Sait employees in managing external communications and marketing activities and Sait’s institutional web presence in a structured and strategic manner.
2. This procedure applies to all officially-branded Sait web pages/sites, microsities and intranet pages/sites. It also applies to all Sait information on pages/sites residing on servers owned by Sait or existing elsewhere under the direction or control of a Sait school/department, organization or individual.
3. This procedure is based on Sait’s Brand Standards Guide, available on SaitNOW, and the authorized use of the Sait name, logo and official trademarks as outlined in the guide.
4. Sait is committed to ensuring its websites are accessible to people with disabilities. Web accessibility addresses all disabilities that affect access to websites, including auditory, cognitive, neurological, physical, speech and visual. Report any issues to [site.feedback@sait.ca](mailto:site.feedback@sait.ca).
5. The use of a website outside of [sait.ca](http://sait.ca) should be limited to instructional material, the presentation of course material, or be in support of a business case that is aligns with Sait’s strategic objectives.

**PROCEDURE**

**A. Website and Web Asset Proposals**

1. All proposals for the development of new websites, microsities and/or web assets must be presented to the Marketing department via the Marketing Project Intake Process at [marketing.admin@sait.ca](mailto:marketing.admin@sait.ca).
2. Projects shall not proceed until the associate vice president, marketing, has reviewed and approved the project.

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3. Projects that require access to SAIT information technologies such as Banner, MySAIT or the SAIT network must be approved in writing by the director, applications and infrastructure, information technology systems department, before they can proceed.
4. All development internally or provided by external suppliers must be done in an offline or isolated state – for example, hidden from public viewing and/or use.
5. When possible, projects in development will not be recognized or crawled by any search engine.
6. The associate vice president, marketing, must approve all developed websites and/or web assets prior to the websites and/or web assets going live and being released for public viewing and/or use.

#### **B. Website and Web Asset Development**

1. All approved projects must adhere to the SAIT Brand Standards Guide for logo use, sizing and colour.
2. If any client or visitor information is collected, a Freedom of Information and Protection of Privacy (FOIP) statement hyperlink must be visible on the website and/or web asset.
3. Commercial advertisements are prohibited on all SAIT web pages and web assets unless they comply with procedure [AD.2.11.1 Third Party Advertising on Campus](#).
4. SAIT resources will not be used to create web pages for personal business, personal gain or any purpose other than SAIT business.

#### **C. Hosting and Security**

1. ITS must review and approve email delivery mechanisms to ensure the prompt and secure delivery of emails. Where possible, all emails generated by applications must be sent by a subdomain of [sait.ca](#) (for example, [purchasing.sait.ca](#)).
2. The associate vice president, communications and marketing, marketing department must, in conjunction with ITS, review and approve requests for domains and subdomains.

#### **D. External Web Asset Development**

1. All projects being developed by external suppliers must meet the requirements of procedure [FN.7.1.3 Procurement](#).
2. The associate vice president, marketing, and the director of applications and infrastructure, information technology services, must approve any external

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development of websites and/or web assets before contracts are awarded for that development.

3. External suppliers must use SAIT-approved development standards and technologies that are compatible with SAIT's standards, technologies and infrastructures.

#### **E. Instructional/Course Material/Knowledge-Based Websites**

1. The associate vice president, marketing, must approve the development and existence of all instructional and/or course material websites within the public-facing domain.
2. Instructional/course material/knowledge-based level websites must meet the requirements of this procedure.

#### **F. Employee/Student Portals**

1. SAIT has seven approved portals: SAIT ALERT, MySait.ca, peoplenow.sait.ca, SAITNOW, coned.sait.ca, saitsa.com, and Brightspace (D2L).
2. The associate vice president, marketing, must be consulted in the development and existence of all employee and student portals, to ensure that reputation, visual identity standards and user-experience principals are considered.
3. Employee and student portals must adhere to this procedure.

#### **G. Instructor Project/Showcase Websites**

1. An instructor may develop project and/or showcase websites only with the instructor's academic chair and dean's prior knowledge and written approval.
2. The academic chair and the dean must annually review all instructor websites to ensure content remains relevant and accurate.
3. Instructor websites must be removed if the instructor is no longer employed at SAIT.
4. Instructor websites will not collect personal information.
5. Instructor project/showcase websites must meet the requirements of this procedure.
6. ITS will perform an annual review of all instructor project/showcase websites and will provide information from that review to the associate vice president, communications and marketing, marketing department and to the school/department's dean and academic chairs for action as required.

#### **H. Student Project/Showcase Websites**

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1. A student may develop project and/or showcase websites only with the student's academic chair's prior knowledge and approval.
2. Student project/showcase websites must be removed at the end of the program term unless the student's academic chair has granted an extension.
3. Student project/showcase websites must meet the requirements of this procedure.

## **POLICY/PROCEDURE REFERENCE**

ER.2.2            Web Development policy

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