

Monaro Higher Education

WEB CONTENT POLICY

Policy title: Web Content Policy

Table of Contents

| | |
|---|---|
| 1. Purpose | 1 |
| 2. Principles..... | 1 |
| 3. Context..... | 2 |
| 4. Scope..... | 2 |
| 5. Definitions..... | 2 |
| 6. Policy details | 2 |
| 6.1 Standards for the MHE Online Presence | 2 |
| 6.2 Content of the MHE Website..... | 2 |
| 6.2.1 Information Relating to MHE Courses | 3 |
| 6.2.2 Information Relating to Higher Education Operation..... | 3 |
| 6.2.3 Business Information | 3 |
| 6.3 Appearance and Layout | 3 |
| 6.3.1 Consistency | 3 |
| 6.3.2 Accessibility..... | 4 |
| 6.4 Contributions to the Website | 4 |
| 7. Relevant Legislation and Regulations | 4 |
| 8. Policy Administration | 4 |
| 9. Version control and change history | 5 |
| 10. Reference /Benchmark | 5 |

1. Purpose

1.1 This policy is intended to construct a framework for MHE’s online content to ensure its accuracy, accessibility, compliance with MHE values and relevance to stakeholders. It also governs how, how often and by whom it is updated. It will include provision to ensure that it conforms with all relevant legislation and all requirements from the Tertiary Education Quality and Standards Agency (TEQSA).

2. Principles

2.1 MHE affirms that its website is an important step towards the fulfilment of its mission and achieving its goals. Everything on the MHE website will present MHE and its courses and culture favourably and be beneficial to students and staff. It will be as widely accessible as possible.

Monaro Higher Education

WEB CONTENT POLICY

3. Context

3.1 Monaro Higher Education (MHE) recognises that an online presence is an essential tool in higher education for promoting MHE as a business, facilitating enrolment and delivering content. With the proliferation of online and blended courses, online international marketing and the use of the internet as a research tool, a quality website is becoming one of a higher education provider's most valuable assets. The boom in social media marketing makes our online presence crucial in connecting with potential students.

4. Scope

4.1 This policy applies to all staff, students, stakeholders, and members of the MHE community.

5. Definitions

Accessibility – the practice of ensuring that no barriers prevent interaction with, or access to, websites by people with disabilities.

Confidential information – any information about a person which that person could reasonably consider privileged or private or which could impose any personal, financial or security risk if disclosed

Intellectual property – any written, audio or video which may legally be considered to belong to the creator

6. Policy details

6.1 Standards for the MHE Online Presence

All parts of the MHE website, and all online content, must portray MHE in a positive light, and be consistent with MHE values and vision as outlined in the MHE Strategic Plan. No part of its content under any circumstances may:

- be unrelated to the operations of MHE
- criticise, undermine or denigrate MHE, its courses, its staff, its culture, its student cohort, its values or its business practices
- breach privacy – confidential information and identifying images should be uploaded extremely rarely if ever and only with the prior written consent of the person(s) in question
- breach copyright or intellectual property rights – all content must be the original work of the contributor or else be correctly attributed to its original author and/or source with copyright owners attributed appropriately
- be defamatory, slanderous, offensive or threatening
- be obscene
- contravene any Federal or State legislation or any TEQSA requirement.

6.2 Content of the MHE Website

The MHE website will contain, as a minimum:

6.2.1 Information Relating to MHE Courses

- The title of each course
- Course structure and units
- Course duration
- Delivery mode(s)
- Course learning outcomes
- Accreditation status for each course
- Qualification(s) offered
- The Australian Qualifications Framework (AQF) level for each course
- Confirmation of Professional Accreditation
- Course fees and charges
- Details of MHE's authority to deliver the course to overseas students with an Australian student visa

6.2.2 Information Relating to Higher Education Operation

- Location(s) at which the course is offered
- Overview of the learning and teaching location(s), facilities, learning resources and services provided for students, including written descriptions and photographs
- A list of all higher education courses provided by MHE
- The MHE Student Handbook
- Description of and link to the Higher Education Standards Framework (HESF) 2021 and the Education Services for Overseas Students (ESOS) Framework

6.2.3 Business Information

- The full registered name and trading name
- The regulatory status of MHE
- The physical location and contact details of the MHE campus
- Details of MHE legal authority to deliver courses of study to international students studying on an Australian student visa.
- MHE Governance Charter
- Names of members of MHE Board of Directors and Academic Board
- A list of education agents employed by MHE
- Details of how to lodge a complaint about MHE
- All MHE policy and procedure documents
- All other relevant information for MHE Students
- Link for the LMS
- Link for the online Library and Database

6.3 Appearance and Layout

6.3.1 Consistency

Monaro Higher Education

WEB CONTENT POLICY

All content on the MHE website will be formatted consistently with MHE branding. Fonts and point sizes will be standardised throughout and there will be one colour scheme which will reflect the colours in the MHE logo.

6.3.2 Accessibility

MHE values access for all. MHE will encourage and celebrate diversity and inclusion to create equitable and transformative educational experiences. This value applies online as much as anywhere else and therefore every reasonable effort will be made to ensure that MHE's web content is accessible to all stakeholders. When designing the website, MHE's IT staff will design the MHE website to maximise ease and comfort of use for everybody.

6.4 Contributions to the Website

Responsibility for the content of the website is ultimately vested in the IT Manager. In consultation with MHE management, the IT Manager will oversee the development of the MHE website and ensure that it is maintained as and when required to ensure that content is never unnecessarily duplicated, out of date, misleading, inaccurate, or in any way in breach of this Policy document.

All academic staff will be required to maintain the Learning Management System (LMS) as and when required. All academic staff and senior management will be able to establish and contribute to the LMS and to blogs on the MHE website and post on MHE social media pages, subject to this Policy and in accordance with the MHE Web Content Procedures. The IT Manager will always reserve the right to edit or delete contributions or posts which breach this Policy.

7. Relevant Legislation and Regulations

MHE acknowledges its legal and regulatory obligations under the following frameworks:

- Higher Education Standards Framework (HESF) 2021
- Education Services for Overseas Students (ESOS) Framework 2013
- Privacy Act 1998

8. Policy Administration

| | |
|---------------------|--|
| Policy category | Governance |
| Policy owner | Board of Directors |
| Responsible officer | IT Manager |
| Approving authority | Board of Directors |
| Contact officer | IT Manager and or Higher Education Admin |
| Approval date | 14 th January 2022 |
| Commencement date | 14 th January 2022 |
| Review date | Three years |
| Version | 1.2 |
| Related documents | Web Content Procedures |

Monaro Higher Education

WEB CONTENT POLICY

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|--|--|
| | Information Technology Infrastructure Policy and Procedure |
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9. Version control and change history

| Version | Approval date | Approved by | Summary of changes |
|---------|-----------------|--------------------|------------------------------------|
| 1.1 | 3 December 2021 | Board of Directors | |
| 1.2 | 14 January 2022 | Board of Directors | Add one section for Accessibility. |
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| | | | |

10. Reference /Benchmark

- *The Western Sydney University*
[Web Policy / Document / Policy DDS \(westernsydney.edu.au\)](http://westernsydney.edu.au)
- *Charles Sturt University*
[Web Policy / Document / CSU Policy Library](#)
- *Hugh Baird College*
[Microsoft Word - FCE489E70F0D65F3BB7D89D0C877ACDC.docx \(hughbaird.ac.uk\)](#)