


POLICY 3.9 – Web Assets Policy

POLICY SECTION:	Administrative – Information Technology
RELATED BOARD POLICY:	
RELEVANT LEGISLATION:	N/A
PRIMARY APPROVER:	President
SECONDARY APPROVER:	
RESPONSIBLE AUTHORITY:	Vice-President, People, Finance, and Information Services
DATE APPROVED:	
DATE(S) REVIEWED / REVISED:	
POLICY REVIEW - FREQUENCY:	To be reviewed every 3 years.
APPROVER SIGNATURE(S):	

1. Purpose

The purpose of this policy is to establish clear governance for King's public website, intranet and web assets by confirming that all are institutional assets owned by King's University College and by defining how authority, accountability, and operational responsibilities are assigned across the institution. This policy is intended to ensure consistency, accuracy, accessibility, security, brand alignment, and effective service to the institution's various audiences.

2. Scope of the Policy

This policy applies to all faculty, staff, students, contractors, and external stakeholders involved in the creation, submission, approval, publication, support, administration, or governance of content and services related to:

- the King's public website; and
- the King's intranet and associated internal content spaces.

This policy covers content governance, design standards, information architecture, user experience, publishing workflows, accessibility, technical administration, integrations, security, privacy, and change control.

3. Policy Statement

The King’s public website, intranet and web assets are the property of the Institution. Authority for their governance, operation, and stewardship is assigned through an institutional RACI model approved by this policy.

Under that model:

- The Institution retains ultimate ownership of web assets as institutional channels and services.
- Marketing & Communications holds delegated authority over brand, editorial standards, communications strategy, content style, and user experience direction for the public website, and as assigned for applicable portions of other web assets.
- Information Technology Services holds delegated authority over the technical platform, hosting, security controls, integrations, permissions frameworks, release management, and related technical operations for the public website, intranet and other web assets.
- Content-owning departments are accountable for the accuracy, completeness, timeliness, and business ownership of their own content, whether published on the website, intranet or other web assets.
- Institutional decisions affecting major direction, ownership model, governance framework, or material changes to enterprise-wide website, web asset(s) or intranet standards must be made through the appropriate institutional authority.

No department or individual may independently assert exclusive ownership over any web asset, nor make unauthorized changes outside the approved governance, workflow, security, and publishing processes.

4. Authority and Responsibility Framework

Authority for the website, intranet and web assets will be assigned in accordance with the approved RACI. As laid out here...

Marketing & Communications is:

- **Accountable** for:
 - institutional brand standards;
 - editorial standards and content style;
 - public-facing communications consistency;
 - user experience direction for the public website, intranet and web assets;
 - approval of design and content standards affecting institutional presentation.
- **Responsible** for:
 - content strategy;
 - content planning and coordination;
 - editorial review within its mandate;
 - communications-related guidance to content contributors;
 - review and approval of public-facing brand and communications impacts.

Information Technology Services is:

- **Accountable** for:
 - technical stewardship of the website, intranet and web asset(s) platforms;
 - infrastructure, hosting, integrations, access controls, and security administration;
 - technical compliance implementation;
 - platform reliability, backup, recovery, and technical change management.
- **Responsible** for:
 - implementing approved technical changes;
 - maintaining publishing systems and workflows;
 - managing platform permissions and roles;
 - delivering technical enhancements, integrations, and support.

Content-owning departments are:

- **Accountable** for:
 - the accuracy, legality, currency, and completeness of their own content;
 - identifying content owners and approvers;
 - ensuring content reflects approved institutional and departmental requirements.
- **Responsible** for:
 - drafting, submitting, reviewing, and maintaining their content in accordance with approved standards and workflows.

4A. Steering Group

The Institution shall establish a Website, Intranet and Web Asset(s) Steering Group to provide institutional guidance, coordination, and advisory support for the public website and intranet.

The Steering Group exists to help ensure that all assets are approached as shared institutional assets serving multiple audiences and business needs. Its role is to support alignment, surface issues, review priorities, and provide advice on matters that affect the broader direction, effectiveness, and coherence of these platforms.

The Steering Group shall include representatives from Marketing & Communications, Information Technology Services, relevant administrative and academic areas, and any other roles the Institution considers appropriate. Membership, chairing arrangements, and reporting relationships shall be determined by the President's Office or designate.

The Steering Group's role shall include:

- advising on institutional priorities for the website and intranet;
- helping align website and intranet efforts with institutional objectives and audience needs;
- reviewing significant proposed changes, initiatives, and roadmap items;
- providing a forum for cross-departmental discussion and coordination;
- identifying issues, overlaps, gaps, and competing priorities for consideration by the appropriate responsible parties;
- supporting communication and shared understanding across participating areas; and
- referring matters requiring formal decision to the appropriate institutional authority.

The Steering Group is advisory and supportive in nature. It does not assume ownership of any web asset(s) and does not replace the operational responsibilities assigned elsewhere in this policy. Day-to-day work, approvals, and accountability remain with the appropriate responsible and accountable parties under the approved RACI framework.

5. Content Submission and Publishing Process

Departments and stakeholders who wish to publish or revise content on the public website, intranet or web asset(s) must follow the established content governance and publishing process, which includes:

1. submitting content or change requests through the approved workflow, system, or designated channel;
2. identifying the appropriate business/content owner for the material;
3. allowing sufficient time for review, editing, technical validation, and approval as required;
4. ensuring submitted content complies with institutional editorial, accessibility, privacy, and technical standards; and
5. obtaining any approvals required under the applicable RACI and workflow before publication.

Where decentralized publishing access is permitted, such access must operate within the approved governance framework, role-based permissions model, and institutional standards.

6. Accessibility, Privacy, Security, and Compliance

The Institution will manage the website, intranet and web asset(s) in a manner that supports applicable accessibility (AODA/WCAG), privacy, security, and operational requirements.

Within the RACI framework:

- Marketing & Communications is responsible for ensuring content and design direction support approved accessibility, editorial, and audience experience standards.
- Information Technology Services is responsible for implementing and maintaining the technical controls, configurations, and platform capabilities required to support security, accessibility, privacy, resilience, and integrations.
- Content-owning departments remain responsible for ensuring the content they provide is appropriate, accurate, and suitable for publication.
- Designated executive authority (e.g., Privacy Officer, President's Accessibility Advisory Committee (PAAC), Human Resources etc.) are ultimately accountable for overall institutional compliance posture.

7. Compliance and Enforcement

Failure to comply with this policy, the approved RACI, or related standards and procedures may result in:

- removal or correction of unauthorized or non-compliant content;
- suspension or restriction of publishing access;
- required remediation by the responsible unit; and
- any further corrective action deemed appropriate by the Institution.

Enforcement actions should be proportionate and aligned with the nature of the issue, including whether the matter is editorial, operational, technical, security-related, or otherwise non-compliant.

8. Review and Amendments

This policy will be reviewed periodically to ensure continued relevance and effectiveness. Review should be conducted through the institutional governance framework for the website, intranet and web asset(s), with input from Marketing & Communications, Information Technology Services, and other relevant stakeholders.

Amendments to this policy require appropriate institutional approval.

9. Contact Information

Questions or concerns regarding this policy should be directed to:
Vice-President, People, Finance, and Information Services