

UNIVERSITY COLLEGE CORK

Digital Estate Governance Policy Draft Version 0.10

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The purpose of this document is to ensure that members of the UCC community that carry out work on UCC websites or Social Media profiles are aware of their responsibilities in regards to content creation and University best practice guides in terms of Digital Content.

Document Location

<http://www.ucc.ie/en/it-policies>

Revision History

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Draft Version Number/Revision Number	Revision Date	Summary of Changes
0.1	21/11/2012	Draft received from John Fitzgerald
0.2	22/11/2012	Changes to draft by Maurice Ryder
0.3	10/12/2012	Changes to draft by Maurice Ryder to include feedback from Teaching and Learning
0.4	21/12/2012	Changed format to reflect new policy document format
0.5	28/01/2013	Changes to draft by Maurice Ryder to include feedback from AVMS
0.6	30/04/2013	Updated to reflect feedback from the IS&ER committee
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0.8	05/06/2013	Updated to reflect need to clarify the position in relation to academic digital assets (in Scope)
0.9	11/06/2013	Further updates to clarify the position of academic material
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Consultation History

Revision Number	Consultation Date	Names of Parties in Consultation	Summary of Changes

Approval

This document requires the following approvals:

Name	Title	Date
Gerard Culley	Director of Information Technology	
John Fitzgerald	Director of Information Services	
Trevor Holmes	VP External Relations	
John Morrison	Chair of IS & ER committee	
Michael Farrell	Corporate Secretary	
Heads of College		
Academic Council		

This policy shall be reviewed and updated on an annual basis.

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1 PURPOSE

University College Cork's (the "university") digital estate (defined below in Scope) is vital to the successful promotion, positioning and operation of the university. It is important that all aspects of the digital estate are designed, provisioned and maintained according to best practices and to the highest quality possible. This policy clarifies how the university governs this digital estate and also provides guidelines for users when creating non-academic digital content on behalf of the university.

1.1 OBJECTIVES

1. To outline the management and governance of the university's digital estate.
2. To provide collaborative centralised governance for the development, deployment, delivery and maintenance of the university's online digital estate.

2 SCOPE

This document covers policy, procedures and standards relating to:

- The digital estate, meaning the digital platforms or digital spaces through which we provide **non-academic information about** the university online, including:
 - The www.ucc.ie domain and all subdomains and sub sites (excluding those sites whose primary purpose is the provision of digital assets for teaching and learning or research purposes).
 - Any externally hosted university website that has been developed on behalf of the university for any of its organisational units engaged in promotional activities
 - UCC social media sites (as defined in the Social Media Policy, <http://www.ucc.ie/en/media/support/itpolicies/policies/SocialMediaPolicy.pdf>)
 - UCC YouTube and UCC iTunesU platforms,
 - UCC digital signage

This policy governs the digital estate as outlined above, and applies to heads, staff of all UCC organisational units, UCC students and/or external parties (collectively referred to as "users"). **Nothing in this policy shall be construed as a limitation of the academic function of the university, particularly in relation to the provision of digital assets for teaching and learning or research purposes.**

For the purposes of this policy:

- Heads can mean: a head of college or college manager; a director of a service or centre; a head of school/department/discipline or school/departmental manager; principal investigator for a research project, society auditor, club president or captain
- Staff means all full-time and part-time employees of the university.
- Student means all full-time and part-time students of the university.
- External parties mean all the university's subsidiary companies and contractors who are granted access to the university's digital estate.
- UCC organisational unit can include colleges, faculties, schools, departments, research institutes, units, centres, administrative offices, service offices, student organisations such as the student's union, societies or clubs;

- Where digital spaces have been created that serve a dual role as both academic material and promotional material, primary consideration will be given to academic nature of the material within those spaces.

3 SUPPORTING STANDARDS & PROCEDURES

Please note that the following additional UCC standards, procedure and policies supplement this policy and should be read in conjunction with this policy. Users should comply with all relevant UCC policies and procedures. These include, but are not limited to, the following:

- UCC IT Documentation Policy <http://www.ucc.ie/en/policiesandprocedures/itsystems/>
- UCC Social Media Policy <http://www.ucc.ie/en/media/support/itpolicies/policies/SocialMediaPolicy.pdf>
- Acceptable Usage Policy (AUP) <http://www.ucc.ie/aup>
- UCC Data Protection Policy <http://www.ucc.ie/en/policiesandprocedures/itsystems/>
- Procedure for establishment and use of official UCC social media accounts <http://www.ucc.ie/en/media/support/itpolicies/procedures/SocialMediaOfficialAccounts.pdf>
- Procedure for the establishment and use of UCC organisational unit accounts <http://www.ucc.ie/en/media/support/itpolicies/procedures/SocialMediaOtherAccounts.pdf>
- Procedure for the establishment and use of UCC organisational unit websites <http://www.ucc.ie/en/it-policies>
- Procedure for notice and take down <http://www.ucc.ie/en/media/support/itpolicies/procedures/SocialMediaNoticeAndTakeDown.pdf>
- Digital Estate Handbook <http://www.ucc.ie/en/it-policies>

4 Digital Estate Governance Structure

The following groups are responsible for the governance of the university's digital estate:

1. The Digital Estate Governance Board
2. The Digital Estate Steering Group
3. The Digital Estate Working Group
4. Information Providers

4.1 The Digital Estate Governance Board

The governance board is composed of the Director of Information Services & Librarian, the Vice President for External Relations and the Registrar and Senior Vice President.

4.1.1 Responsibilities of the Digital Estate Governance Board

- Executive responsibility for the policy and governance of the digital estate
- Setting the strategic direction for the university's digital estate
- Approving policies, procedures and standards to govern the university's digital estate
- Establishing the annual meeting calendar for the digital estate steering group
- Delegation of operational and funding decision authority to the digital estate steering group.

- In order that directions and policies are set with a full understanding of the issues and impact of the decision, decisions appropriate to the jurisdiction of the Digital Estate Governance Board will be reached by consensus (defined as achievement of full support for a decision after a complete airing of differing viewpoints achieved through discussion - If the group cannot reach consensus, the options will be presented to UMTO with a recommendation for resolution)

4.2 The Digital Estate Steering Group

The Digital Estate Steering Group comprises representative content directors and interested parties from across the university. These represent the academic, research, student and administrative functions of the university, The Director of IT Services, Deputy Corporate Secretary, the Director of Marketing and Communications and the Academic Secretary are also members of the Digital Estate Steering Group.

4.2.1 Responsibilities of the Digital Estate Steering Group

- To meet at least once a semester at meetings called by the Governance Board to define and agree the direction of the university's digital estate.
- To ensure that the governance of the digital estate is functioning correctly.
- To sign off on the project plans, priorities and development plans for the Digital Estate Working Group.
- To ensure the DEWG is adequately staffed and represented and to disseminate information to their constituencies across the university.
- To make decisions regarding the funding, resourcing and strategic priorities of the university digital estate.

4.3 The Digital Estate Working Group (DEWG, dewg@ucc.ie)

The DEWG provide guidance and direction for the day to day running of the university's websites and social media presence. The group implements policy, defines standards and agrees content for the UCC homepage and other web pages with a promotional function on a weekly basis.

4.3.1 Responsibilities of the Digital Estate Working Group

- To effect the implementation of the University's official branding guidelines and communications plans on the UCC digital estate.
- To meet on a weekly basis.
- To review requests for new websites and new official university social media accounts.
- To devise policies and procedures for the management of the university's digital estate, specifically relating to marketing and promotional material.
- To evaluate effectiveness, standards and policies for technology and content components.
- To escalate compliance issues with respect to legal and regulatory standards including accessibility, security, data protection and freedom of information.
- To recommend additional templates or changes to existing templates.
- To provide editorial guidance to information providers and ensure website and social media quality and non-academic content integrity.

- To facilitate, resolve and forward issues of non-compliance with UCC IT policies (Social Media Policy, etc.).
- To convene sub groups to discuss the improvement of the provision of non-academic information across all aspects of the digital estate.
- To take direction from the Governance Board through bi-monthly progress meetings.
- To report on project plans and developments to the steering group at least once a semester.

4.3.2 Membership of the Digital Estate Working Group

The working group is comprised of an overall content editor from the marketing and communications team and a PR and social media editor, representing the VP for external relations; the UCC webmaster, a web development support specialist, a representative of the Audio Visual and Media Services team, representing IT Services; and a representative of the Registrar and VP for academic affairs. This group is divided into technical and content groups who will consider improvements to the digital estate's technical infrastructure and improvement to the provision of non-academic content across the digital estate. Associate membership may be given to other members of the university community whose input to the management of the digital estate may be necessary from time to time such as, but not limited to,:

- Photographic Production service
- Irish Language translation service
- Training service
- Film Production service
- Graphics Production service
- OCLA
- Disability support service
- Teaching and Learning

4.4 Information Providers

Managers of UCC organisational units are considered the information providers for their organisational units. They may delegate day-to-day responsibility to a member or members of their organisational unit (or an external party), to create and maintain the digital estate of that organisational unit. They have responsibility for the state of their portion of the overall UCC digital estate.

4.4.1 Responsibilities of Information Providers

- To inform the DEWG when responsibility for the day to day maintenance of their portion of the university's digital estate has been delegated to a named individual or individuals.
- To undertake to create a digital communications plan for their portion of the digital estate, a part of which will be a content review plan for their website(s) and social media presences whereby they will outline how often they will review their non-academic content.
- To keep their websites and other aspects of the digital estate up to date.

- To create non-academic content that is extensible and reusable across the UCC digital estate where relevant.
- To create non-academic content that adheres to best practices for accessibility
- To create non-academic content that adheres to the branding guidelines
- To create non-academic content that adheres to the agreed language style guide of the university
- To adhere to the procedure for the establishment and use of UCC organisational unit social media accounts
- To adhere to the procedures for the establishment and use of UCC organisational unit websites
- To consult with the DEWG in good time before commissioning any bespoke website design work or audio visual media services.
- To only use approved website designers and developers and approved suppliers of Audio Visual Media Services (contact dewg@ucc.ie for a list of currently approved designers and developers).

5 The University Website

The university website (*.ucc.ie) is the sole property of UCC; while certain staff will have access to edit certain portions of the site, create new content, and remove old content, the site and all its sub-sites remain the property of the university.

5.1 The University Website Homepage

The university website homepage is ultimately the responsibility of the Vice President for External Relations (or their nominee). Any requests for changes to the university homepage must be made through the DEWG and will be reviewed on a case-by-case basis.

6 Requests/Appeals

Requests submitted to the Digital Estate Working Group will be reviewed by the group before being acted on. If the requesting party disagrees with the decision it will be reviewed by the Digital Estate Steering Group. The decision of the Digital Estate Steering Group may be appealed to the Digital Estate Governance Board, which will make the final decision.

6.1 Breach of This Policy

On receipt of notice (or where the university otherwise becomes aware) of any suspected breach of this policy, the University shall endeavour to resolve the issue in an open and transparent manner with due regard to the academic function of the University. The University reserves the right to suspend a user's access to the University's data in the event that such access is having a detrimental effect on the university's functions.

Any breach of this policy that is also determined to be a breach of the Acceptable Usage Policy, may result in disciplinary action as outlined in the Acceptable Usage Policy.

6.2 Revisions to Policy

The university reserves the right at any time to revise the terms of this policy. Any such revisions will be notified to you. By continuing to use the relevant social media sites following such notification you will be deemed to have accepted the revised terms of this policy.

7 Further Information

If you have any queries in relation to this policy, please contact:

Director of IT Services

University College Cork

Tel: 021 4902215

Email: it_director@ucc.ie