OLDS COLLEGE
OF AGRICULTURE & TECHNOLOGY

WEBSITE ADMINISTRATION

This document is the parent policy for any College procedures. Questions regarding this policy are to be directed to the identified Policy Owner.

Category:	A. General
Policy Number:	A27
Approval Date:	June 9, 2020
Effective Date:	June 9, 2020
Policy Owner:	Vice President, Development

Objective:	To govern the development and maintenance of Olds College's external website and intranet (OC Connect) as primary marketing and communication tools that reflect and enhance the College's brand identity.
Policy:	The Corporate Communications and Marketing department will provide centralized oversight and leadership in developing and advancing Olds College's external website (www.oldscollege.ca) and our internal intranet, OC Connect. The external website is designed for external stakeholders, and reflects the College's overall brand, mandate and mission. The website is a strategic brand tool used to recruit students, faculty and staff, enhance the College's reputation and profile, generate revenue, and engage with the external community. Content on the website should be user friendly, easy to navigate and optimized for compatibility with mobile devices, searchability, and sharing on social media. OC Connect is a secure intranet site designed for Olds College staff and faculty. OC Connect provides a central location for employees to access information, internal tools and forms, and collaborate with each other. A committee made up of representatives from across campus will be maintained to support the development, feedback, and purpose of OC Connect.
Definitions:	**External website:** www.oldscollege.ca accessible by the public **Intranet:** internal, secure website that is only accessible by Olds College staff
Related Information:	A25 Employee Code of Conduct Policy Brand Guidelines
Related Procedures:	A27 Website Governance Procedure
Review Period:	3 years

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