

EDMONTON

ADMINISTRATIVE PROCEDURE



TITLE

CORPORATE WEB OFFICE SERVICE DELIVERY

NUMBER

A1449

DEPARTMENT

CORPORATE SERVICES

DELEGATED AUTHORITY

GENERAL MANAGER, CORPORATE SERVICES

CONTACT

WEB OFFICE 780-442-6868

DEFINITIONS

DATE

JULY 25, 2008

Arms-length website – Any website that is partially owned or funded by the City of Edmonton (e.g. North Saskatchewan Watershed Alliance - www.nswa.ab.ca).

City of Edmonton Website – Any website that is fully funded by a City of Edmonton department or office.

Content – Refers to web pages, linked documents, images, videos, audio files.

Content Author – Any employee that uses the Content Management System (CMS) to create and submit website content to the Corporate Web Office for publishing.

Corporate Web Steering Committee – This is the corporate governance body, made up of departmental representatives, which has authority over all City of Edmonton websites. They resolve corporate web issues, approve corporate standards and the web strategic plan, support corporate funding requirements and measure progress against the vision statements.

Domain Name – The address (URL) of a website (e.g. www.name.ca).

Partner website – Any website that is wholly owned by a City of Edmonton Board, Commission, Authority or Corporation that is not under direct control of the City Manager (e.g. Edmonton Police Service – www.police.edmonton.ab.ca and EEDC – www.edmonton.com).

Program Manager – Those individuals responsible for the business outcome of programs and/or services. This could be as simple as providing information or as complex as delivering a new service through the web that provides for payments or purchases using web technology.

AS TO FORM:

AS TO CONTENT:

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Standby Publisher – Employees outside the Corporate Web Office who have been granted the right to publish content directly to a website after hours and in emergency (or time sensitive) situations.

Taxonomy – Site map and navigation structure that serves as a blueprint of the site upon which all other aspects are built.

Web Operations Manager - The designated owner of all the City of Edmonton websites. In this capacity, this position is responsible for the quality (including usability), quantity of services (including a business plan), and overall governance of these websites.

Web Working Committee – The governance body made up of a maximum of 12 representatives that are familiar with website content. This committee will try to address issues before escalating them to the Steering Committee. They will also be the first level to vet changes to standards.

Website Service – A defined set of information or a business transaction.

PROCEDURES AND GUIDELINES

Content Authors have the authority to create content and submit it for publishing using the City's Content Management Systems (CMS). All departments are responsible for designating authorized Content Authors in accordance with their departmental procedures. All Content Authors will be required to take mandatory training, which is obtained through Inside Information, prior to being given access to the Content Management System (CMS). Inside Information is responsible for registering employees for the web training. All content authors are expected to make themselves familiar with the current standards for content creation available at <http://ecity/WebOffice> "[Resource Documents](#)".

All content for the website must have a designated Program Manager who is responsible for ensuring that the content is meeting the business needs and is kept current and accurate. The Corporate Web Office will provide the Program Manager with information about their ownership role and with on-going service measurement reports. A registry of Program Managers that own the services on the COE websites will be maintained by the Corporate Web Office.

All content that is to be submitted for publication must be reviewed by Corporate Communications to ensure that communications requirements are met before it is released to production. Corporate Communications is accountable for the overall look and feel and messaging of all City of Edmonton websites.

Publishing of all content to the websites is the responsibility of the Corporate Web Office. Where justified by the Program Manager and Corporate Communications, the Corporate Web Office will provide a specified departmental employee the ability to publish after hours and in emergency (or time sensitive) situations (referred to as a "Standby Publisher"). All publishing activity of the Standby Publishers will be monitored, after the fact, for compliance. The list of Standby Publishers will be reviewed annually by the Corporate Web Steering Committee to ensure the use of this role is consistent across business areas.

The Corporate Web Office will review all submissions for compliance to approved standards, including that Corporate Communications reviewed them, before releasing them into production. These standards can be found at <http://ecity/WebOffice> "[Resource Documents](#)" or by contacting the Corporate Web Office. The Web Working Committee deals with issues with approved standards. The Web Working Committee initially reviews new

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standards or changes to existing standards before they are submitted to the Corporate Web Steering Committee for approval.

Any design change related to website navigation, taxonomy and templates is the responsibility of the Web Operations Manager, Corporate Web Office.

Any change to website visual treatment must be approved by the Branch Manager, Corporate Communications Branch.

Requests for new websites must be submitted to Corporate Communications by the business area using the "[External Web Site](#)" procedure found at <http://ecity/WebOffice>. Upon approval, the Web Operations Manager will participate in the acquisition of the new site (including the Domain name) and will become the owner of the physical site. The business area will identify a Program Manager who will own all the content for the service being offered on the site.

Requests for Domain names that don't require a new website must be submitted to Corporate Communications using the "[Domain Names](#)" procedure located at <http://ecity/WebOffice>. Once approved, the Web Operations Manager purchases all domain names. The Web Operations Manager will maintain a corporate inventory of domain names owned by the City of Edmonton.

Requests for virtual addresses (e.g. www.edmonton.ca/budget) must be submitted to the Corporate Communications using the "[Virtual Address Creation](#)" procedure located at <http://ecity/WebOffice>. Once approved, the Web Operations Manager arranges for the creation of all virtual addresses. The Web Operations Manager will maintain a corporate inventory of virtual addresses in use by the City.

Partner Websites

Partner websites do not fall within the mandate of this Administrative Directive.

The Corporate Web Office is only responsible for ensuring that all City of Edmonton Partner websites are included in the corporate website search function.

All City of Edmonton standards will be available to the owners of the Partner websites.

Arms-length Websites

Arms-length websites do not fall within the mandate of this Administrative Directive.

Compliance

Incidents of non-compliance that are not addressed by the employee, are escalated to the Program Manager, then to the Corporate Web Steering Committee, then to their General Manager and finally to SMT. Non-compliance includes: purposefully ignoring the approved standards; incorrect, inaccurate or out-of-date information; continual resistance to implement modifications that improve usability, inappropriate use of publishing rights.

The City of Edmonton websites are channels of communication and therefore fall within the Directive for Acceptable Use of Communication Technology. Any violation of this Directive may subject an employee to the loss of his/her access to the website and may result in disciplinary action, up to and including dismissal.