

Website Policy and Procedures

[Version 1.1]

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Policy Reviewer	Administration Board	Designation	N/A	Dept.	N/A
Policy Approver	Administration Board	Effective Date	26/02/2024		

1. Policy Statement

- 1.1 The [Institute for Education \(IfE\)](#) website stands as one of its paramount communication and marketing assets. As web communications continue to evolve in complexity, it is imperative to maintain relevant policies and workflows to manage them effectively and efficiently.
- 1.2 IfE staff, academic and administrative departments are encouraged to develop web pages that enhance and showcase specific units, initiatives, research projects and more. This policy establishes rules for the IfE's website to guarantee it is accurate, up-to-date, useful, accessible, easy to use and visually appealing.

2. Principles

- 2.1 The IfE prioritises user needs and preferences in the design and functionality of the website to ensure a positive and intuitive user experience.
- 2.2 The IfE optimises the website for various devices and screen sizes to ensure consistent and seamless access across desktops, laptops, tablets, and smartphones.
- 2.3 The IfE implements intuitive navigation structures and menus to help users easily find the information they need and navigate through the website efficiently.
- 2.4 The IfE maintains consistency in branding elements, such as logos, colours, typography, and imagery, to reinforce its identity and create a cohesive user experience.

3. Aims and objectives

- 3.1 By achieving these aims and objectives, the IfE can maintain a website that serves as a valuable asset in achieving its strategic objectives and fulfilling its mission:
 - To establish clear roles, responsibilities, and processes for website management, including content creation, review, and publication.
 - To define guidelines for creating and maintaining high-quality, accurate, and up-to-date content that aligns with the IfE's brand and messaging.
 - To conduct regular accessibility audits, provide training for content creators, and implement accessibility features to ensure compliance with accessibility standards.
 - To continuously monitor and analyse website usage metrics, user feedback, and usability testing results to identify areas for improvement and optimise the user experience.

- To encourage collaboration and coordination among departments, units, and stakeholders involved in website management to ensure consistency, coherence, and alignment with institutional goals.

4. Definition of Terms

- 4.1 Minor amendment - an administrative amendment only such as changes to nomenclatures, position titles or formatting.
- 4.2 Major amendment - a change to policy which will impact on the intent of the policy and/or related policies, stakeholders, aligned procedures or systems. Major amendments include changes to policy title, scope, structure, or content (unless deemed an administrative 'minor amendment' only).
- 4.3 Procedure – a procedure provides specific direction about how to implement a policy. Procedures normally assign responsibilities and include processes for day-to-day operational decision-making to achieve the Institute's goals and objectives as set out in the policy.

5. Procedures

5.1 Content Planning

- 5.1.1 The specific department requesting the update/creation should schedule a meeting with the department representatives and any other internal and external stakeholders deemed necessary to discuss content requirements.
- 5.1.2 The departments are to develop a clear plan for the structure, format, and any multimedia elements for the new or updated pages. All this needs to align with the IFE's web design guidelines.
- 5.1.3 Should the plan involve the design of new pages, it is to be submitted to the Head Quality Assurance (QA) and to the Marketing and Communications Manager to ensure that the criteria outlined in clause 5.1.2 are adhered to and amendments are to be communicated to the department requesting this change. This is considered as a major amendment.
- 5.1.4 If a department would like to request changes in text within pages under their responsibility, there is no need to involve the Head Quality Assurance (QA) and the Marketing and Communications Manager, but they are to forward such changes to the IT department. This instance is considered to be a minor amendment.
- 5.1.5 The department requesting the changes shall be responsible to document any feedback received for future reference and improvement or address it as necessary.

5.2 Request Submission

- 5.2.1 The Head/Senior Manager of the respective department needs to submit a formal request through an email to the IT department for new page creation or updates.
- 5.2.2 The request should include detailed information such as page content, purpose, and any relevant media files.
- 5.2.3 The IT department shall receive through email the finalised approved version of the plan, from the specific department making the request, keeping the Head Quality Assurance (QA) and the Marketing and Communications Manager in copy.
- 5.2.4 Should the request only consist of text editing on currently available pages, there would be no need to copy in the Head Quality Assurance (QA) and the Marketing and Communications Manager.

5.3 Content Creation

- 5.3.1 The final approved version of the content document is to reach the IT Department through email as per clause 5.2 above.
- 5.3.2 The IT Department creates, or updates content based on the approved plan as per clause 5.1 above.
- 5.3.3 The IT department is responsible to ensure that all information is accurate and up to date according to the submitted material.

6. Regular Review

- 6.1 All departments are responsible for maintaining records of their own pages including new page creations and updates, content versions and approval dates.
- 6.2 All departments shall establish a regular review schedule of their web pages to ensure content remains accurate and up-to-date and inform the IT Department of any necessary updates after they would have followed the steps outlined within this document. procedure may result in delays in website updates, inconsistencies in information, and potential issues with the website's functionality.

7. Version history

Originator	Version	Date	Changes Done
Senior Manager IT	1.0	26/02/2024	Initial Release
QA Dept.	1.1	25/01/2025	Updated in line with re-branding guidelines

APPENDIX A

Webpage	Person responsible - for Accountability purposes
Prospectus	Head of Admissions
Current open applications	Head of Admissions
Undergraduate	Head of Programmes
Postgraduate	Head of Programmes
Awards	Head of Programmes
Professional Development for Educators	Senior Manager Course Coordination and School Professional Development
Parental Sessions	Senior Manager Course Coordination and School Professional Development
COPE Sessions	Senior Manager Course Coordination and School Professional Development
Work Integrated Learning	Senior Manager Work Integrated Learning
Academia	Manager Human Resources
Aspiring teachers Guide for 6th Formers	Manager Student Affairs
Tuition Fees	Head of Admissions
FAQs	All departments
Student Affairs	Manager Student Affairs
Course timelines	Senior Manager Course Coordination and School Professional Development
Graduation	Head of Admissions
Student Handbook	Head of Admissions
Forms	Head of Admissions, Senior Manager School of Research, Head of Quality Assurance, Senior Administrative Officer - Finance
Administrative Charges	Head of Admissions
Research Road map	Senior Manager Research and Development
Symposia	Senior Manager Research and Development
Post-symposia projects	Senior Manager School of Research
Malta Journal of Education	Senior Manager Research and Development
Educators in conversation	Lecturer organising the event -when the event is over notify IT department to remove programme
Dissertations	Senior Manager School of Research
EU projects	Senior Manager Research and Development- All those working on an EU project must send the info to Senior Manager Research and Development
Education research weeks	Senior Manager School of Research
News and events	Senior Manager Administration
Circulars	Senior Manager Administration

Human resources	Manager Human Resources
Quality Assurance	Head Quality Assurance
Annual reports	Senior Manager Administration
Policies and procedures	Head Quality Assurance
Contact us	Manager Human Resources
Our reputation	Head of Admissions
Equality, Diversity and Inclusion	Manager Human Resources