

# Official Information Policy and Procedure



## 1 Purpose

This policy provide information about Official Information and the USQ Website

## 2 Scope

This policy refers to official information which is used in a wide range of corporate publications, including, but not limited to, the University Handbook, Undergraduate Guide to Programs, Postgraduate Guide to Programs, Faculty Brochures, International Undergraduate Guide, International Postgraduate Guide, Enrolment CD and the USQ Web site.

## 3 Policy Statement

### 3.1 Official Information

- The Vice-Chancellor will be responsible for the definition of official information.
- USQ will ensure the accuracy and currency of official information via the deployment of a system of single source official information management, to enable on-demand production of web, PDF, CD-ROM and traditional print publications
- The content of all official University publications will be managed via the XML-based knowledge management system developed by the DeC Software Development team, and the Web Content Management System, managed by the Internet Systems Design, Development and Integration (ISDDI) team, following the procedures outlined below.

### 3.2 USQ Website

- Responsibility for editorial and quality control of content on the USQ website will be assigned to the University e-Publishing Manager.
- Responsibility for content creation and maintenance within each sub-site will be assigned to each organisational unit (refer to Attachment 2).

## 4 Principles

This policy refers to official information which is used in a wide range of corporate publications, including, but not limited to, the University Handbook, Undergraduate Guide to Programs,

Postgraduate Guide to Programs, Faculty Brochures, International Undergraduate Guide, International Postgraduate Guide, Enrolment CD and the USQ Web site (refer to Attachment 1).

The content of USQ publications plays a key role in presenting the University to its key target audiences, as well as to the general community. The production of official publications requires a commitment to accurate, current and relevant content. Risks associated with ignoring this commitment may include the creation of a negative image for the University and exposing the University to civil action (where persons have been misinformed due to outdated or incorrect information, breach of copyright or defamation), or criminal action (where obscene, libellous or inflammatory material has been published under the University's name).

Because traditional methods and tools provide little or no support for repurposing information at a modular level, staff often spend time re-creating information that already exists. This raises the cost of information creation, increases the risk of inconsistencies, and increases the cost of ongoing improvements because staff must update each of the multiple copies that exist.

Single source, corporate information management involves developing and maintaining a coordinated infrastructure for collating, managing and publishing information in a unified, structured manner throughout the University. Information is modularised and structured in a manner that follows reproducible and efficient patterns that create components which can be assembled and published as required.

## **5 Procedures**

### **5.1 Official Information**

Within each organisational unit, a workflow for official content creation and maintenance will be specified and will include:

- a custodian who will have overall authority for the organisational unit's content, and who will delegate responsibility to:
  - one or a limited number of editors, who will be responsible for ensuring accuracy, relevance, timeliness and adherence to editorial standards prior to publication; and
  - one or a limited number of authors who will be responsible for creating content.

### **5.2 USQ Website**

Information within University websites will be categorised into tiers based on the importance to the core business of the University of the content contained therein.

The three broad tiers are:

1. Tier 1, which includes all corporate content essential to the core business of the University (e.g.: centrally-maintained navigation pages; home and high-level faculty, department, Library and administrative/support unit pages).
2. Tier 2, which includes non-essential content that may still be regarded as important to the business of the University (e.g.: lower level faculty, department, Library and administrative/support unit pages; development and demonstration sites; one-off sites with limited life spans). Logically, as part of a regular maintenance process, a majority of content within this tier will eventually move to Tier 1 or cease being published.
3. Tier 3, which includes all other content (e.g. staff and student personal home pages). Tier 3 sites do not include official USQ content.

The Vice-Chancellor, with the advice of the ICT Strategy Committee and the Vice-Chancellor's Executive (VCE), will be responsible for the categorisation of sites.

The University e-Publishing Manager will have overall authority for editorial and quality control issues relating to Tiers 1 and 2 content creation and maintenance, and will ensure adherence to Editorial Standards for the USQ Website (refer to Attachment 3). Pages which are deemed to fit into one or more of the following categories may be removed by the University e-Publishing Manager, in consultation with the relevant Custodian:

- pages which contain outdated or incorrect information which may cause website users to be misinformed;
- pages which contain information which may be in breach of copyright or defamation laws; or
- pages which contain obscene, libellous or inflammatory material.

Priority for development/redevelopment will be based on the categorisation.

- Information and communication technology resources and support will be provided, consistent with the designated Tier as defined in 5.1 above. Tier 1 sites will be afforded the maximum available resources and support so as to ensure that disruption is avoided at all times.
- An accountability framework will be used to provide content which meets corporate identity and editorial standards, provides acceptable and useful methods of archiving and versioning of information and audit trails, and addresses copyright and other legal issues.

This framework will be managed via a content management system. The specified system for

use of sites that fall within the auspices of this policy is the Microsoft Web Content Management System.

- **Structure:** Responsibility for creation, maintenance and revision of site structure (information architecture) is assigned to ISDDI, with the requirement of consultation with stakeholders including management and staff of the relevant organisational unit.
- **Corporate Identity Standards:** The responsibility for adherence to web corporate identity standards is assigned to ISDDI, with the requirement of consultation with DEC Graphics, Marketing and Public Relations and other relevant staff.
- **Accessibility:** Responsibility for moving towards conformance with emerging international web accessibility standards is assigned to ISDDI, with the requirement of usability testing and consultation with stakeholders including students, staff and visitors to the USQ website.

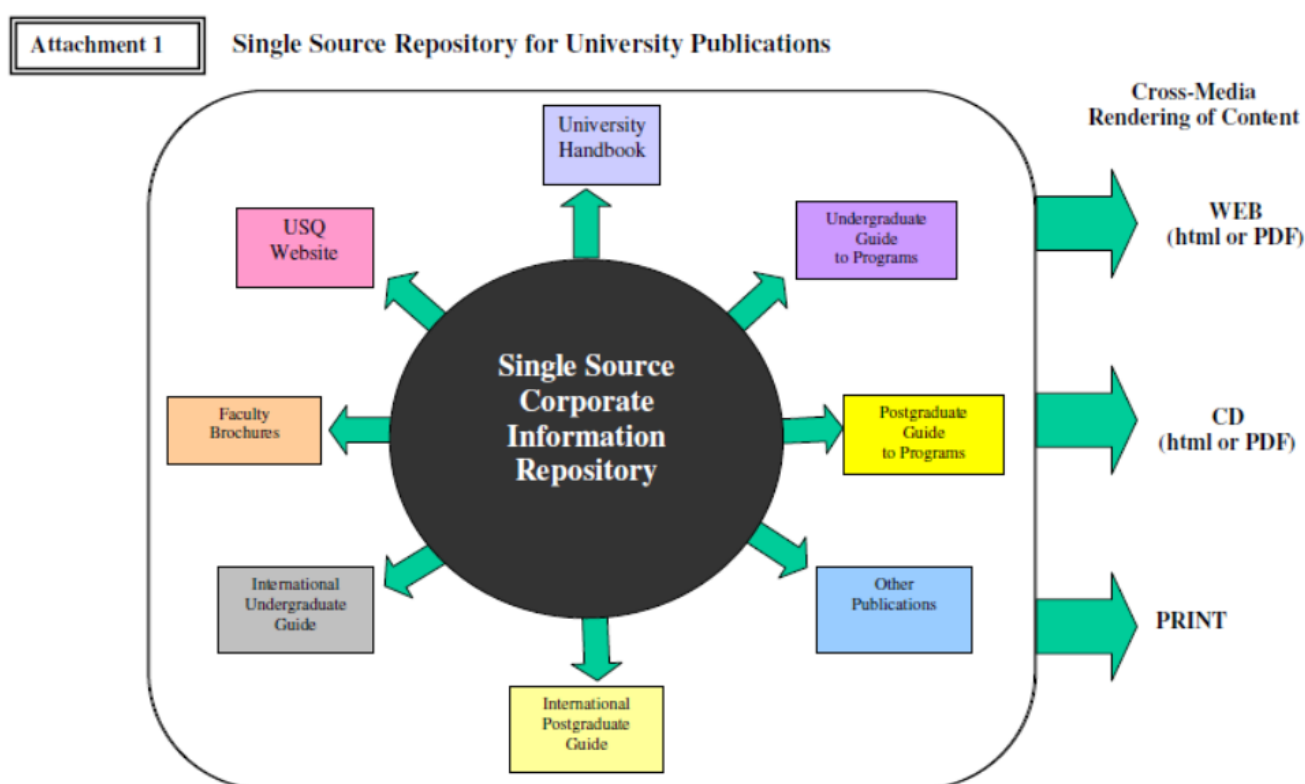
The USQ Staff Search will be used by the University to provide information about its staff. The Staff Search database uses a combination of centrally-maintained information and information maintained by each individual staff member:

- The following fields will be maintained centrally by the People Portfolio:
  - Name (title, first name, family name)
  - Position
  - Section
  - Office
  - Phone
  - Extension
  - Email
  - Qualifications
- The following fields will be maintained by each individual staff member, via an online form submitted through USQConnect:
  - Home Page
  - Professional Memberships

- Research Interests
- Recent Research Outcomes
- Currently Teaching Courses/Programs
- Teaching Experience
- Administrative Responsibilities

## 6 Attachments

### 6.1 Single Source Repository for University Publications



### 6.2 Responsible Unit

Type of Information	Responsible Unit	Custodian
Aboriginal and Torres Strait Islander education	Centre for Australian Indigenous Knowledges	Director, CAIK
Academic program and course details	Faculty (or unit, e.g. LTSU) offering the program/course	Dean (or Director)
Accommodation (off-campus)	Student Management Division	Group Manager, Student Relationship

Accommodation (on-campus)	Residential Colleges	Director, Residential Colleges
Admissions	Student Management Division	Group Manager, Recruitment
Applications	Student Management Division	Group Manager, Student Relationships
Buildings, facilities and grounds (including parking and security)	Facilities Management	Group Manager, Facilities Management
Enrolments	Student Management Division	Group Manager, Enrolments
Examinations and Graduations	Student Management Division	Group Manager, Exams and Assessment /Graduations
External studies, including support services	Distance and e-Learning Centre	Director, Distance and e-Learning Centre
Fees	Student Management Division	Group Manager, Fees and Remissions
People Portfolio Policy	People Portfolio	Chief People Officer and Corporate Services
IBIS Student System	Student Management Division	Group Manager, Student Systems
Information and Communication Technology services to staff and students	Division of ICT Services	Chief Technology Officer, Division of ICT Services
International program	USQ International	Director, USQ International
Library	Library	University Librarian
Organisational structure	Corporate Services	Director, Corporate Services
Planning, Statistics and Quality	Office of the Vice-Chancellor	Vice-Chancellor
Preparatory programs	LTSU	Director, LTSU
Research (including postgraduate research students)	Office of Research and Higher Degrees	Manager, Office of Research and Higher Degrees
Staff details (qualifications, position name, level etc)	People Portfolio	Chief People Officer and Corporate Services
Student academic support services	LTSU	Director, LTSU
Student pastoral support	Student Management Division	Group Manager, Student

services		Relationship
University policies and procedures (except the People Portfolio Policy Manual)	Corporate Services (via University Calendar)	Director, Corporate Services

## 6.3 Editorial Standards for the USQ Website

The USQ editorial standards can be found at the following site -

<https://usqprd.sharepoint.com/sites/MMC/SitePages/brand-templates.aspx>

## 7 References

Nil.

## 8 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

## 9 Policy Information

<b>Accountable Officer</b>	Pro Vice-Chancellor (Engagement)
<b>Responsible Officer</b>	Director (Marketing)
<b>Policy Type</b>	Executive Policy
<b>Policy Suite</b>	
<b>Subordinate Schedules</b>	
<b>Approved Date</b>	14/12/2021
<b>Effective Date</b>	14/12/2021
<b>Review Date</b>	
<b>Relevant Legislation</b>	
<b>Related Policies</b>	<a href="#">ICT Information Management and Security Policy</a> <a href="#">Records and Information Management Policy</a>
<b>Related Procedures</b>	

<b>Related forms, publications and websites</b>	University Information and Communication Technology Resource Security Guidelines
<b>Definitions</b>	<b>Terms defined in the Definitions Dictionary</b>
	<b>Definitions that relate to this policy only</b>
<b>Keywords</b>	
<b>Record No</b>	13/488PL