

Policy Title	Information Technology: Web Development and Updating Policy
Responsible AIU Office (Higher Management/Directorate)	Chief Information Officer (CIO)
Policy Owner (Executive Department/Office)	IT Department
Pertinent Dates	July 2022.

I. SCOPE OF POLICY

This policy covers the development of Websites, handling programming, creating graphics, adding pictures, including links, modifying Web page templates and developing information design.

The purpose of this policy is to regulate and streamline the work of Web Developers to ensure that a level of consistency is maintained for the AIU Website.

II. DEFINITIONS

- Official Website: Websites created and maintained to represent the university and conduct university business.
- Organization Website: Websites for units or projects established at AIU
- Personal Website: Websites created and maintained by faculty, staff, and students that are not used for university-related purposes.

III. POLICY STATEMENT

This policy covers the responsibility of webmasters, web content providers, and designees for the content of the published pages who are expected to abide by the highest standards of quality and responsibility. These guidelines are intended to assist all individuals involved in professionally and consistently representing the University on the web.

IV. RESPONSIBILITIES

Webmasters

The Webmasters are the web development team responsible for:

- Ensuring a consistent look and feel throughout the web site
- Ensuring logical and consistent navigation throughout the web site
- Overseeing content designee(s) in maintaining official webpages
- Managing cross departmental changes to the web site

- Granting access to the web management tools
- Monitoring the health, usage, stability, and security of the web site.
- Developing, enforcing, and updating web guidelines, policies, and procedures
- Overseeing the web site's major design and function
- Facilitating web site change review proceedings

Content Providers

Typically comprised of vice presidents, deans, managers, and directors. Content providers are responsible for:

- Designating content designee(s) within their areas of responsibility
- Enforcing the guidelines, policies and procedures set forth by this document
- Collaborating with the Webmasters
- Developing need and vision statements
- Recommending and prioritizing tactical deployment
- Uploading content that will be added on websites by content designee(s) through content update forms.

Content Designee(s)

A content designee is responsible for:

- Creating and/or maintaining content on official web pages for their respective department
- Adhering to the guidelines, policies, and procedures set forth by this document
- Consulting with the content provider whenever is necessary to verify content
- Consulting with the Webmaster for any technical issues or questions

V. POLICY STANDARDS AND PROCEDURES

Faculties, departments or units that require creation of new websites must first submit an online request through one of the forms in the “form” section. Project requests are reviewed and evaluated as they are received with priority given to projects directly impacting student enrollment.

The Webmasters team is made up of highly trained industry professionals who have a deep understanding of current web design and content trends, particularly as they apply to the higher education web platforms and the recruitment of potential students. The team routinely reviews and evaluates best practices in web development at other universities and across all industries in order to bring these skills and knowledge to the AIU website strategy and development process.

The website development process includes the following:

1. Initial planning meeting, including the critique of existing website
2. Education about best practices in website development (as necessary)
3. Research
4. Site mapping
5. Site build-out
6. Content migration (where appropriate)
7. Styling of content elements
8. Editorial review of content elements (text, photo, video, social)
9. Test and launch.

Once websites are developed and launched, it is the responsibility of the unit/department to manage the content and keep the site updated and correct.

VI. FORMS/INSTRUCTIONS (if applicable)

The following forms will be used by web content providers to upload data that will be used by content designee(s) to update each section of the university website:

	Update Interval	Proposed Date	Data Source	Form
About AIU				
<ul style="list-style-type: none"> AIU Profile 	Annual	October	Admission Office	https://forms.office.com/r/vVAZNi483Q
<ul style="list-style-type: none"> About the City, Campus Maps, FAQs 	Annual	October	Public Relations	https://forms.office.com/r/vVAZNi483Q
<ul style="list-style-type: none"> Careers at AIU 	Semi-annual	July, November	Human Resources	https://forms.office.com/r/qdvpcwBLFE
<ul style="list-style-type: none"> News & Events 	Daily	-	Public Relations	https://forms.office.com/r/B6JYTjwDXQ
Administration				
<ul style="list-style-type: none"> Board of Trustees 	Annual	October	President Office	https://forms.office.com/r/Nxk5azz1ZU
<ul style="list-style-type: none"> AIU President 	On Demand	-	President Office	https://forms.office.com/r/kLzApMSDvn
<ul style="list-style-type: none"> Vice President for Academic Affairs, Vice President for Research, Vice President for International Affairs 	On Demand	-	Vice-Presidents Office	https://forms.office.com/r/kLzApMSDvn
Academics				
<ul style="list-style-type: none"> Programs 	Annual	June	VP for Academic Affairs office	https://forms.office.com/r/eL2fWyFzUK

<ul style="list-style-type: none"> • Faculties / Fields 	Annual	September	VP for Academic Affairs office	https://forms.office.com/r/RYAuya5w5Y
<ul style="list-style-type: none"> • Staff Members 	On Demand	-	Deans Office	https://forms.office.com/r/2D0UmibqT0
<ul style="list-style-type: none"> • Collaboration with AIU (National & International) 	On Demand	-	International Affairs Office	https://forms.office.com/r/iEwSL9C7yb
Admission				
<ul style="list-style-type: none"> • Undergraduate Admission, Procedures for accepting students, Admission Exams Schedule, Tuition Fees 	Annual	August	VP for Academic Affairs office / Admission office	https://forms.office.com/r/ayypqcWDKP
<ul style="list-style-type: none"> • Scholarships & Aid 	Annual	October	VP for Academic Affairs office	https://forms.office.com/r/ayypqcWDKP
Students				
<ul style="list-style-type: none"> • Academic Handbook 	Annual	October	VP for Academic Affairs office	https://forms.office.com/r/GeKMvDRGLw
<ul style="list-style-type: none"> • Academic Counseling 	Annual	November	Programs Directors	https://forms.office.com/r/GeKMvDRGLw
<ul style="list-style-type: none"> • Students Services, Activities, Students Union, Clubs & Organizations 	On Demand	-	Students Affairs / Public Relations	https://forms.office.com/r/GeKMvDRGLw
Research				
<ul style="list-style-type: none"> • Publications, Patents, Grants, Awards, Research Centers 	On Demand	-	VP for Research Office	https://forms.office.com/r/JdsW0nN8wX
<ul style="list-style-type: none"> • Community & Services (Industry Relations) 	On Demand	-	President Office	https://forms.office.com/r/JdsW0nN8wX
<ul style="list-style-type: none"> • Conferences & Workshops, Research Seminars 	On Demand	-	Public Relations	https://forms.office.com/r/JdsW0nN8wX

VII. APPENDICES (if applicable)

N/A

VIII. RELATED POLICIES

N/A

VIV. CONTACT INFORMATION

- Information Technology Office, ito@aiu.edu.eg
- Information Security Office, iso@aiu.edu.eg

Triggered by:	AIU Council	Date	Sig.
Created by:	Executive Team	Date	Sig.
Revised by:	Revision Team, IT unit.	Date	Sig.
Approved by:	Senior Administrative Council	Date	Sig.