New website or website redevelopment request (public-facing site)

The Website and Intranet Policy[1] requires that authorisation is sought prior to the creation of all web sites that officially represent La Trobe University.

This form should be completed:
- to request the creation of a new public-facing website **on the La Trobe domain**, or
- to seek authorisation for the creation of a new website **off the La Trobe domain** (e.g. La Trobe branded site / unbranded site where La Trobe is a partner), or
- as the basis for the redevelopment of an existing public-facing site.

Approval will be granted where sites align with the University's strategic and operational goals.

Please include information in each section below – bullet points are fine.

Instruction

1. Please read the [New website creation or redevelopment process](#) web page on the intranet which outlines the key steps and processes involved in a web redevelopment or new website build.
2. Complete this request form to tell us about your proposed web redevelopment or new website request.
3. Submit a Marketing Request (Select category: website request type: website redevelopment) and attach this completed proposal to the request.
4. Once we receive your request and proposal, we will review the proposal and will contact you to discuss next steps.
5. If approved, we will discuss requirements, timelines, and project approach.

Timelines

The Web Team's primary focus is to deliver services for prospective student recruitment, and we frequently have competing Marketing and University recruitment priorities so please consider these factors in your planning. Please get in touch with us as soon as you begin planning a new website or redevelopment activity. Even if you're only in the early stages, we can help outline timelines and guide you through the process for the fastest turnaround – this may include outsourcing your work (at cost) or involving your Editor as a self-service option.

While we will always do our best to meet your needs, our timeframe for delivering your website will depend on the:
- Size, requirements and complexity of the new website
- the lead-time available
- availability of approved content that will be used to populate the site
- our current volume of work in progress.

* Note: If your site requires any Information Services development work, further lead time is required and is subject to Information Services approval and prioritisation.

Costs

Depending on the site requirements are options regarding how the work is executed e.g. approved third party agency (at a cost to the requestor) or self-service. We are currently setting up a panel of vendors for approved overflow work.

Business proposal

1. Business purpose	
Is this a new or existing website?	New
	Existing

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[1] [Website and Intranet Policy](#):

	If new, has a scan been undertaken to check that similar sites or webpages/content owned / managed by La Trobe don't already exist? If you haven't, please compete the scan before the rest of this form is completed. *Yes* *No* *If existing, have you completed a content audit of your existing website?* *Yes* *No*
*What is the proposed or existing **site title** and **URL**?*	
*What is the primary purpose of the site? [select **one**]*	• *To gain partners* • *To recruit prospective students* • *To recruit prospective staff (Professional and Academic)* • *To showcase research excellence and impact* • *To explain Operational and Administrative divisions to prospective staff, current students and public audiences (Schools, Departments)* • *To promote services and facilities* • *Other (please specify):*
What will the site or the proposed redevelopment offer that La Trobe's existing web and digital assets don't or can't offer?	
What problems will it solve? *What benefits will it generate?* *How does it align with La Trobe's Strategic Priorities?*	

2. Success measures

What will success look like? (e.g. increase in event attendance, increase in enrolment, increase in contact enquiries, growth in external partnerships).	

3. Intended audience

*Who is the primary audience(s) for this site? [select **one**]*	• *Partners* • *Industry and Community* • *Prospective students* • *Prospective staff (professional and academic)* • *Alumni* • *Other (please specify)*
What are main tasks audiences will wish to complete while on the site?	*E.g. find a supervisor, complete a registration or enquiry form, view relevant courses, explore/uncover research impact/news, view/register for upcoming events.*
Has the need for this site been tested with representatives of the intended audience?	*Yes/No*

4. Integration

Which existing La Trobe channels will this site	• *Websites: (please specify)*

integrate with? • *(Other) websites/ social media sites / mobile apps / other*	• *Social media sites: (please specify)* • *Mobile applications: (please specify)* • *Other (please specify):*

5. Life expectancy

What's the expected life span of the site? E.g. will it be available for a specified limited time / periodic or seasonal availability / ongoing availability?	

6. Tactical planning

Are there significant dates / events / goals / phases and associated content planning?	
How the site will be promoted to relevant audience(s)?	
If the site will be hosted off the LTU domain, what steps have been taken to ensure it is set up in a manner that complies with state and federal legislation – e.g. Disability Discrimination Act | Information Privacy Act	
If the site will be hosted off domain, are funds available to cover hosting / maintenance costs?	

7. Content & Assets

What other elements will your site require, e.g. images, online forms, videos, audio, podcasts, photo galleries.	
Has all of the content been prepared and signed off? + *+work on your site cannot start until content has been finalised/approved and collated.*	

8. Administration & Management

Which staff role will take on primary responsibility for creating, publishing and regularly reviewing content? *(Who is the existing web editor? If there is no current editor, please nominate someone who will be responsible for reviewing and authorising the content. Please see the CMS training page on the Intranet for info about roles and responsibilities.)*	
Who is the website's Business Owner?	

9. Business support / endorsement

Web site endorsed by: *(see Endorsement and authorisation section)*	*Name:* *Position:* *Contact information:*

Endorsement and authorisation
Teaching and Learning, Research and Schools, Departments and Clinics sites require pre-endorsement.

Site type	Endorsed by [Role]
Teaching and Learning	• [PVC Learning Quality Innovation (or delegate)]

Research	- Research Centres: Pro Vice-Chancellor (Research Capability) and Head of School - Industry Engagement: Pro Vice-Chancellor Industry Engagement - Researchers and Global Research: PVC Graduate and Global Research - Research Office: Executive Director Research Office
Schools, Departments and Clinic sites	Office of the Provost Engagement Team and Head of School
All other sites	Web and Digital Experience Team

Agreement

Persons submitting this request agree that:

- If hosted on the La Trobe domain, the Web and Digital Experience Team will be given administration access to the proposed site but are not responsible for the maintaining the content.
- The website will adhere to La Trobe's brand, design and website Design System components.
- An appointed La Trobe staff member from your business area will be responsible for managing the content (web text, documents, images, events and announcements, as per La Trobe's distributed web editing model.)
- Staff involved with editing and maintaining the website content will attend CMS training and related professional development training sessions. The Nominated staff member/editor will adhere to the editor responsibilities.
- Staff involved in creating, reviewing and publishing content for the proposed site (if it has not already been created) are responsible for ensuring the site content:
    - receives an appropriate level of authorisation before publication
    - is regularly reviewed to ensure accuracy and currency
    - meets the University's standards of quality assurance
    - is relevant to the intended audience
    - has appropriate copyright and consent for all images, videos and content.
- Web and Digital Experience may request you change your content to ensure compliance with editorial, accessibility (WCAG 2.1), brand and style guidelines and policies.
- By submitting this form, you acknowledge that you have sought appropriate pre-authorisation and permission to create or redevelop your site.

Submission process

Requests for authorisation, supported by this business case, must initially be submitted via the Marketing Request System.

Definitions:

Officially represents La Trobe University:	Includes any public-facing sites using the domain name latrobe.edu.au or any materials hosted on any third-party sites, social media channels or Web 2.0 applications that officially represent the University – examples could include: - sites incorporating visual representations of the University (e.g. logo) as part of their branding - mobile or other applications that officially represent the University - any social media site, presence or campaign officially representing the University - sites containing 'latrobe' in their name or URL sites whose primary focus addresses La Trobe's activities in core business areas – e.g. teaching, research or community outreach.
Teaching focused site:	A site created for the primary purpose of communicating about or the promotion of **teaching** strategy, practices, approaches and pedagogy etc.
Research focused site:	A site created for the primary purpose of communicating about or the promotion of **research** at La Trobe, including topics like areas of strength, strategy, facilities

	and specialist equipment, practices, approaches and business partnership opportunities etc.
Other site:	Sites that have a primary purpose other than communication about or promotion of teaching or research or student recruitment and retention. E.g. Alumni,