### Web Content Management Policy Exemption

The [*ECU Web Content Management Policy*](https://edithcowanuni.sharepoint.com/%3Aw%3A/r/sites/SGS-CorpKB/_layouts/15/Doc.aspx?sourcedoc=%7B070A0BDB-81AE-42AF-8DC9-F23CBEB9DBD9%7D&file=Web%20Content%20Management.docx&action=default&mobileredirect=true) mandates that all websites at ECU must be maintained within the ECU WebCMS, be accessible from \*.ecu.edu.au, and be compliant with the ECU Corporate Web Style. Business owners seeking exemptions to any of these three requirements must have the exemption approved by the Senior Deputy Vice-Chancellor before creating the website or contacting an external supplier. Failure to do so may result in the website being removed from view.

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| **Website Name:** |  |
| **URL:**(if known) |  |
| **Description:** |  |
| **Owned by:** | Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Maintained by:** | Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Endorsed by:** | Must be a School Executive Dean (including for Research Centres/Institutes within aSchool), Dean, Service Centre Director, or Executive DirectorName: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |

**PART A: WEBSITE DETAILS**

### PART B: EXEMPTION TYPE

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| **[ ]  Website not to be maintained in the ECU WebCMS:***Select this option if you intend to build and host the website outside of the ECU WebCMS. Policy exemption approval for this requirement does not include exemption from the DCS Governance Strategies. You should refer to the webpage below to establish what further DCS requirements must be met. This includes securing the services of a 3rd party supplier/provider – such as a web development company.*[*https://edithcowanuni.sharepoint.com/sites/DCS/SitePages/Business-Engagement-Team.aspx*](https://edithcowanuni.sharepoint.com/sites/DCS/SitePages/Business-Engagement-Team.aspx) |
| **Reason for exemption:** | Intended Supplier: |
| **[ ]  Website not to be built and maintained in the ECU Corporate Web Style***ECU’s Corporate Web Styles are the ‘*[*Simply Red*](http://www.ecu.edu.au/designs/ecu-internet-2014/wcag/design-shell/home)*’ style seen on the public ECU Website, and the ‘*[*Blue Steele*](http://intranet.ecu.edu.au/designs/ecu-intranet-2014/wcag/design-shell/home)*’ style seen on the ECU Intranet. Websites granted exemption from the Corporate Web Style must have their final website design approved by the Chief Growth Officer, ECU, or nominated representative, prior to release. Use of the ECU Logo is governed by the* [*ECU Branding and Logo Policy*](https://edithcowanuni.sharepoint.com/%3Aw%3A/s/SGS-CorpKB/ET3HODvaWcpEvSHhdXpeNXkBTU_TRNxUz6Tg0UNcsePV-A)*.* |
| **Reason for exemption:** |  |

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| **[ ]  Requesting non-standard domain***Includes any website where the intended destination does not end with \*.ecu.edu.au. This includes domain suffixes such as .com, .com.au, .net, .org***.** *The ECU WebCMS only supports \*.ecu.edu.au, so requests for exemptions to this requirement means that all requirements to the ‘Website not to be maintained in the ECU WebCMS’ exemption above must also be followed.**External domains will be purchased by the Corporate Web Team if the exemption request is approved.* |
| **Reason for exemption:** |  |
| **[ ]  Requesting ‘Root Node Reset’ within WebCMS***Request this option if you desire the webpages being hosted within the ECU WebCMS to appear as a stand-alone website within the greater ECU website.* |
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**AUTHORISED BY**

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| --- | --- | --- | --- |
| Name | Approval | Signature | Date  |
| **Andrew Dunbar**Digital Marketing, Experience and Analytics Manager | YES / NO |  |  |
| **Arshad Omari**Senior Deputy Vice-Chancellor | YES / NO |  |  |

**Please return this form with Parts A and B completed by internal mail to the
Web Experience Manager, Digital Marketing, Experience and Analytics Team, Brand and Marketing or scan and email to** **corporateweb@ecu.edu.au**

### To be completed by the Corporate Web Team upon final processing

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| --- | --- | --- | --- | --- | --- |
| Name: |  | **Signature:** |  | **Date:** |  |
| Wiki Updated: |  Yes Ref: <https://ecu.atlassian.net/l/cp/Dm0fjm7u> |