

Web Strategy Committee - Membership and Terms of Reference

Section 1 - Establishment

(1) The Web Strategy Committee was established by the former Deputy Vice-Chancellor (Administration) position in 2016, under the authority of the [Delegations and Authorisations Policy](#), [Schedule 1, Delegation GOV14](#).

(2) The purpose of the Web Strategy Committee is to:

- a. maintain oversight for the strategic online operations of Charles Sturt University (the University) and is responsible for ensuring the entire web landscape adheres to the Web Strategy and aligns with the University Strategy; and
- b. be informed of developments and directions for the sector with respect to attraction, conversion and retention.

Section 2 - Glossary

(3) For the purposes of this document:

- a. Committee – means the Web Strategy Committee;
- b. Lifecycle Management – means annual review of the Web Strategy Committee engagement by way of an annual report to Chief Financial Officer which includes details about strategic web projects, aggregation of requests (and non-approved requests) and an indication of how the Web Strategy contributed to the University's strategic objectives.

Section 3 - Membership

(4) The Web Strategy Committee has cross-University representation and is chaired by the Chief Financial Officer.

(5) The regular members of the Committee shall be the:

- a. Chief Financial Officer as the Chair;
- b. Provost and Deputy Vice-Chancellor (Academic) and/or one/two nominee(s);
- c. Deputy Vice-Chancellor (Students) and/or one/two nominee(s);
- d. Deputy Vice-Chancellor (Research and Engagement)/or nominee;
- e. Executive Director, Division of Information Technology; and
- f. Director, Government and Community Relations.

(6) A regular member may appoint another person to attend a meeting or meetings on their behalf. A person so appointed will be deemed to be a regular member of the Committee for the specified time of the meeting and may vote as a regular member.

(7) Right of audience and debate shall be granted to the:

- a. Senior Manger, Web Office, Division of Information Technology.

(8) The Committee will be serviced by the Executive Officer, Chief Financial Officer.

Section 4 - Function and Responsibilities

(9) The Web Strategy Committee has responsibility to provide governance for the following;

- a. creation and endorsement of a Web Strategy for the University;
- b. endorsement and communication of strategic priorities, guidelines, policies and timelines related to the Web Strategy;
- c. consideration of resource requirements for the development of the University's web environment in line with the strategic priorities set by the Web Strategy and the University Strategy;
- d. compliance requirements relevant to the University web environment; and
- e. effective management of the University web environment, including proposed web projects and web enhancements through the Initiatives and Strategy Implementation Plan, to ensure that its use for academic, administrative and marketing purposes is maximised and reflects the strategic direction of the Web Strategy.

Section 5 - Meetings

(10) Meetings of the Committee will occur six times per year, or as required, by video conference.

(11) Lifecycle Management will include an annual review of the Committee engagement by way of an annual report to Chief Financial Officer which includes details about strategic web projects, aggregation of requests (and non-approved requests) and an indication of how the Web Strategy contributed to the University's strategic objectives.

Status and Details

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