

Terms of Reference (Vice-Chancellor Approved) Online Governance Committee

Section 1 - Establishment of Committee

(1) The Online Governance Committee is established as a Vice-Chancellor and Chief Executive Officer's Committee, and is delegated a number of functions in relation to the management of the University's online presence.

(2) The establishment of this Committee and the delegation of powers to it are actions authorised by the Vice-Chancellor and Chief Executive Officer.

Objectives

(3) The Committee is responsible for the development and review of a strategy for online content and management that aligns with the objectives outlined within the [UNE Strategic Plan](#). Its focus is on objectives relating to student experience, research profile, income growth, digital leadership and operational resilience.

Section 2 - Committee Membership

(4) Committee membership will be as follows:

- a. Executive Principal Brand Partnerships & Business Development
- b. Chief Operating Officer
- c. Executive Principal Education Futures
- d. Chief Marketing Officer
- e. Chief Information Officer
- f. Executive Principal Student Experience
- g. Dean Faculty of Humanities, Arts, Social Sciences and Education
- h. Dean Faculty of Medicine and Health
- i. Dean Faculty of Science, Agriculture, Business and Law
- j. Research Director
- k. Director Library Services and University Librarian

Co-opted Members

(5) The Committee may co-opt members from time to time for a specified period and purpose.

Delegates

(6) Where a delegate has been nominated to attend on behalf of the Committee member, the delegate must be able to provide input and confirm decisions on behalf of their area.

In Attendance

(7) Official attendees include:

- a. Head of Marketing & Sales
- b. Web Manager
- c. Manager Corporate Communications
- d. Any other person invited by the Chair.

Chair

(8) The Executive Principal Brand Partnerships & Business Development will act as Chair.

(9) If the Executive Principal Brand Partnerships & Business Development is unavailable to act as Chair, then the Chief Marketing Officer will act as Chair. If the Chief Marketing Officer is unavailable to act as Chair, then the Committee will elect a Chair to act during the period the Executive Principal Brand Partnerships & Business Development is unavailable.

Gender Representative Objectives

(10) Gender representation shall accord with the [Gender Representation on Decision Making and Advisory Committees Policy](#).

Section 3 - Functions of the Committee

(11) The functions of the Committee are as follows:

- a. Approval and oversight of projects and business as usual activities relating to the online user experience;
- b. Development and review of policy, guidelines and strategy for decisions relating to the University's online presence;
- c. Provide recommendation on resources required for the maintenance, review and development of the University's online presence;
- d. Assessment of non-compliance issues and determining of associated priorities and actions with authority to take down content;
- e. Provide recommendation on a training and resourcing strategy for University staff in relation to website content development and management;
- f. Authority to approve changes to webpage template style and site architecture as required;
- g. Authority to approve change and improvement to webpage management, functionality and architecture;
- h. Monitoring the performance and effectiveness of UNE's online presence through analysis and reporting, with authority to direct and approve a resourcing strategy in relation to website content development and management; and
- i. Authority to approve or reject proposals for UNE development projects related to UNE's online presence.

(12) The Committee recognises the specialist functions that are the responsibility of operational areas of the University, and limits its remit to the aspects of the online user experience impacted by brand, technology and compliance.

(13) The Committee's remit does not extend to teaching and learning content.

Section 4 - Authorities

(14) The Committee is established under authority from the Vice-Chancellor and Chief Executive Officer to perform on behalf of the Vice-Chancellor and Chief Executive Officer the approval, advice and monitoring functions set out in these Terms of Reference and all matters ancillary to those functions.

Section 5 - Conduct of Committee Business

Reporting

(15) The Chair of the Committee will report to the Vice-Chancellor and Chief Executive Officer on business conducted, and will provide any advice/reports to the Vice-Chancellor and Chief Executive Officer and the Vice-Chancellor's Advisory Committee, as required.

Meetings

(16) The Committee will meet quarterly or otherwise as required, in order to perform its functions. Committee members should be given at least fourteen days' notice of meetings, or such shorter notice period as is practicable where the matter is urgent.

Business Papers

(17) Unless the Chair directs otherwise, Committee business papers will be distributed to Committee members and official attendees at least ten working days prior to the meeting, or such shorter period as is practicable in the circumstances.

Quorum

(18) A quorum shall consist of a simple majority of the members of the Committee at the time the meeting is held.

Use of Technology

(19) For its business papers, meetings and otherwise to conduct its business, the Committee and its members may use technology including telephone, video-conferencing, telepresence, email and internet as arranged by the Chair and/or Committee Secretary.

Resolutions

(20) The Committee may pass a resolution by 'flying minute' provided that the resolution has been approved by a simple majority of the Committee members at the time the resolution is made.

Confirmation of Minutes

(21) Draft minutes will normally be circulated to members for comment promptly after each meeting. The minutes will be finalised and adopted at the next Committee meeting.

Disclosure of Information

(22) Disclosure of business papers, minutes and other information received by the Committee should be made via the Chair or Secretary to the Committee.

Self-Review

(23) Once every twelve-month period, the Committee shall devote at least one part of the meeting to the review of its policies, practices and procedures over the preceding twelve months.

Secretary to the Committee

(24) The Office of the Executive Principal Brand Partnerships & Business Development will provide a Secretary and administrative support to the Committee.

(25) The Secretary is responsible for ensuring all Committee agendas, minutes and reports are recorded in the University's corporate record keeping system (TRIM) in accordance with the University's [Records Management Rule](#).

Status and Details

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