

## 10.h. Website

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| <b>Subject</b>             | Legal Compliance and Public Disclosure  | <b>Effective From</b>  | Sep - 2011 |
| <b>Policy #</b>            | 10.h.   | <b>Latest Revision</b> | Dec - 2023 |
| <b>Title of The Policy</b> | Website   | <b>Next Review</b>     | Dec - 2024 |
| <b>Responsible Entity</b>  | Public Relation Office  | <b>Policy Pages</b>    | 2          |
|                            |   |                        |            |
| <b>Definitions</b>         | <ul style="list-style-type: none"> <li>◦ AAU: Al Ain University</li> <li>◦ PR: Public Relations</li> <li>◦ Website Visitors: AAU students, academic and administrative staffs, and the outside community.</li> <li>◦ Programs offered: different specializations for each college.</li> <li>◦ Academic Plans: Specializations Transcript.</li> <li>◦ E-mail: the special account of each student, academic and administrative staffs.</li> <li>◦ Academic Calendar: shows the most important dates during the academic year.</li> <li>◦ Electronic Registration: registering courses electronically.</li> <li>◦ E-Payment: Facilitate electronic payment of studying fees.</li> <li>◦ Exams Service: View IELTS, TOEFL and English placement exam dates.</li> <li>◦ Media: All Media production of the AAU (News, Videos, Photos ... etc).</li> </ul>                     |                        |            |
| <b>Purpose</b>             | <ul style="list-style-type: none"> <li>◦ Informing students, staff and website visitors about the university's updates</li> <li>◦ Linking the university with its students, academic and administrative staffs and the outside community.</li> <li>◦ Facilitate transactions for academics and students.</li> <li>◦ Expressing opinions transparently.</li> </ul>   |                        |            |
| <b>Scope</b>               | All AAU Students, Academic and Administrative staff, and, community.  |                        |            |
| <b>Statement</b>           | <p>The PR Office updates the website data for all the university colleges, deanships, units and centers, and it should be used for the benefit of the university, its employees and its various sectors without prejudice to the reputation of the University and its members or subject them to legal accountability.</p> <p>This policy is applied for each of the following sections of the website:</p> <ul style="list-style-type: none"> <li>◦ AAU policies and procedures.</li> <li>◦ Programs offered and academic plans.</li> <li>◦ Events.</li> <li>◦ E-mail.</li> <li>◦ Academic Calendar.</li> <li>◦ Electronic registration.</li> <li>◦ E-Courses.</li> <li>◦ Electronic payment.</li> <li>◦ Exams Service.</li> </ul> <p>Media department including: )news, photo gallery, video gallery, blog, announcements, publications (brochures + e-newsletter).</p> |                        |            |

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| <p><b>Procedures</b></p>     | <p>The policy procedures are divided into three parts:</p> <p><b>v. First Part: Publication of university events:</b></p> <ul style="list-style-type: none"> <li>◦ An email should be sent from the event organizer to the public relations Executive requesting media coverage.</li> <li>◦ The event will be announced through the university website according to the specified date.</li> <li>◦ The event will be attended for media coverage by the journalist and the photographer.</li> </ul> <p><b>v. Second Part: Updating Data and Information.</b></p> <ul style="list-style-type: none"> <li>◦ An e-mail should be sent to the public relations Executive.</li> <li>◦ Review and modify content to make sure they consist with the university policy of amendment and publication.</li> <li>◦ Apply the required amendment.</li> </ul> <p><b>v. Third Part: The Blog</b></p> <ul style="list-style-type: none"> <li>◦ Participants should submit their articles with their personal details through the blog page.</li> <li>◦ The article will be received via email by the Public Relations Executive and the employee in charge.</li> <li>◦ Read, review and audit the article and make sure that it complies with the publishing policies of the university.</li> </ul> <p><b>v. Fourth Part: Publishing:</b> After the event, the press release will be written and published with the photos within two to three working days.</p> |
| <p><b>Recent Changes</b></p> |  |