



National Open University of Nigeria

Policy Title	Policy on Format for Presentation of Information on NOUN Website
Policy No:	NQSA/POL/IGM/007
Owner:	National Open University of Nigeria (NOUN)
Approved By:	The University Senate
Manager/Driver:	Directorate of Information and Communication Technology (DICT)
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1.0 Introduction

The National Open University of Nigeria is the largest single- mode tertiary institution in the West African sub-region dedicated to providing quality higher education through the open, distance, and eLearning mode. As a mega institution, it has an active student population of over a hundred thousand students (100,000) spread across the length and breadth of the country which requires accurate communication of information to these students. The university also has an active staff population of over six thousand members of staff spread across the country and they also require adequate communication of information to perform their tasks.

The format for presentation of information on the university website by different faculties, directorates and unit is paramount to the information being shared. The format for presentation of information is required to achieve uniformity, effective communication, accessibility, brand consistency, load time optimization, legal compliance, and professional appearance in the university.

1.1 NOUN Mandate and Objectives

The mandate of the National Open University of Nigeria as espoused in the University Act (as amended 2018) is to widen access to university education; encourage and promote scholarship and conduct research in all fields of learning and human endeavours; relate its activities to the social, cultural, and economic needs of the people of Nigeria and other activities appropriate for a university of the highest standard.

The specific objectives are to:

- Widen access to ensure equity and equality of opportunities to university education for all.

- Promote education for all and lifelong learning.
- Ensure the entrenchment of global digital learning culture.
- Provide infrastructure for the development and delivery of instructional resources through efficient use of appropriate information and communication technologies.
- Provide flexible, cost effective and quality education.
- Provide access to and delivery of quality education (Strategic plan 2018-2023).

1.2 Institutional Vision and Mission

Vision

To be regarded as the foremost university providing highly accessible and enhanced quality education anchored on social justice, equity, equality, and national cohesion through a comprehensive reach that transcends all barriers.

Mission

To provide functional, cost-effective, flexible learning which adds lifelong value to quality education for all who seek knowledge.

2.0 Purpose

- 2.1 This policy outlines how the university will ensure information presentation on the websites are user-friendly, visually appealing, and effective in communicating message to the stakeholders in accordance with the university's vision and mission.
- 2.2 Compliance with this policy will ensure that the university maintains uniformity, effective communication, accessibility, brand consistency, load time optimization, legal compliance, and professional appearance in her information presentations on the websites.

3.0 Scope

- 3.1 This policy applies to all information operated by, or on behalf of, the university. These include on-premises system where their infrastructure resides in the university data centre (*See Policy on NOUN Data Centre*), or a hosted system or websites that are wholly or partly provisioned on the internet managed by the university.

- 3.2 This policy applies to all university members involved with or responsible for the acquisition of such services, and those assigned responsibility for their ongoing governance, management, and operation.

4.0 Definitions

- 4.1 **Clear and Concise Headings:** Use headings and subheadings to organize content. They should be descriptive and capture the essence of the following section.
- 4.2 **Easy-to-Read Text:** Utilize a legible front size and style. Break text into short paragraphs and use bullet points or numbered lists for easy scanning.
- 4.3 **Consistent Layout:** Maintain a consistent pattern throughout the website. This includes a uniform colour scheme, consistent front styles, and a predictable structure for each page.
- 4.4 **Visual Elements:** Incorporate images, charts, or videos to complement the text. Ensure these visuals are relevant and add value to the content.
- 4.5 **Navigation:** Implement a simple and intuitive navigation system. Include a menu with links to the main sections of your website.
- 4.6 **Accessibility:** Ensure the website is accessible to all users, including those with disabilities. This includes alt text for images and compatibility with screen readers.
- 4.7 **Responsive Design:** The website should be responsive, meaning it adjusts smoothly to different screen sizes and devices.
- 4.8 **Contact Information:** Clearly display contact information or a contact form for users to reach out with questions or feedback.
- 4.9 **SEO Optimization:** Use relevant keywords, meta tags, and descriptions for better search engine visibility.
- 4.10 **Loading Speed:** Optimize images and scripts to ensure the website loads quickly.
- 4.11 **Call to Action:** If applicable, include clear calls to action, guiding users on what to do next (e.g., “Sign up now”, “Learn more”).

- 4.12 **Footer:** Use the footer for additional navigation links, copyright information, and social media icons.
- 4.13 **Testimonials or Reviews:** If relevant, include student testimonials or reviews to build trust.
- 4.14 **Frequently Asked Questions (FAQs):** Consider adding an FAQ section to address common questions or concerns.
- 4.15 **Legal Information:** Include necessary legal information, such as privacy policy and terms of use, in an accessible location.
- 4.16 **Communication:** Communication in the context of website refers to the various ways a website interacts with its visitors and conveys information.

5.0 Principles

- 5.1 Information system in the university is a structured arrangement of people, hardware, software, communication networks, data resources, policies, and procedures that stores, retrieves, transforms, and disseminates information in the institution.
- 5.2 When the university is deploying a new information system, it ensures that the solution meets appropriate formats for presentation and adheres to a set of institutional standards.
- 5.3 There are many effective ways used in presenting information on the university website, which include:
 - 5.3.1 Using clear and simple language: This makes it easier for users to understand and engage with the information.
 - 5.3.2 Organizing information into sections: This makes it easier for users to find what they are looking for and to understand the overall structure of the information.
 - 5.3.3 Using images, videos and other multimedia: These can help to make the information more engaging and interesting for users.
 - 5.3.4 Making the information accessible: This includes making sure that the information is available in different languages, and that it is accessible to users with disabilities (*See NOUN Policy for Learners with Special Needs*)
 - 5.3.5 Providing context and background information: This helps users to understand the information better and to see its relevance.
 - 5.3.6 Using interactive elements: This can help to make the information more engaging and interesting for users.

6.0 Policy Statements

- 6.1 All information presented on the university websites must be clear, concise, and consistent. This includes the use of a standard font, colour scheme, and layout across all pages.
- 6.2 The university websites must adhere to accessibility standards to ensure it is usable by people with disabilities. This includes providing alt text for images, ensuring navigability using keyboard commands, and using sufficient contrast between text and background colours.
- 6.3 Information must be regularly reviewed and updated to ensure it remains relevant and accurate. Outdated or incorrect information should be promptly corrected or removed.
- 6.4 The website should be easy to navigate, with a logical structure and clear links to the most important sections. A search function should be provided to facilitate easy access to specific content.
- 6.5 The website must be responsive, meaning it should be easily viewable and navigable on a variety of devices, including desktops, laptops, tablets, and smartphones.
- 6.6 The website must comply with all relevant privacy and data protection laws. User data, if collected, must be securely stored, and used for the purpose explicitly stated to users.
- 6.7 Any use of multimedia, such as images, videos, or audio, should enhance the user experience and be relevant to the accompanying text. All multimedia must be optimized for quick loading.
- 6.8 The language used on the website should be appropriate for the target audience, avoiding jargon or technical terms that may not be widely understood nor accepted.
- 6.9 A mechanism for users to provide feedback on the website should be available, allowing for continuous improvement based on user experience.
- 6.10 The website must comply with all legal requirements, including copyright laws, terms of service, and any industry-specific regulations.

7.0 Policy Implementation

- 7.1 This policy takes effect from the date of approval by the University Senate.
- 7.2 The policy when approved will be communicated to the shareholders through training and workshop.
- 7.3 The Standard Operating Procedures of the shareholders will be properly integrated to enhance adequate and easy communication among them.
- 7.4 Each faculty, department, directorate, and unit must ensure that information on their website or page are correct and up-to-date.
- 7.5 DICT must ensure that information on NOUN website is up-to-date.

8.0 Sanctions of Violating this Policy

- 8.1 Where there are outdated information on the website, the staff assigned to be taking care of information updates at DICT, Faculty, Department, Directorate, and Unit shall be handed over to the University Disciplinary Committee. And where no one is assigned, the Director or Dean or Head of Department or Unit shall receive query from the University Management. Where a Director or Dean or Head of Department or Unit has received three queries on the same subject matter, he/she shall be charged with deliberate act that will affect the quality of service by the university. Therefore, shall be handed over to the disciplinary committee with a letter from the Registrar. Such a person shall be sanctioned by the University Management.
- 8.2 Any other staff who violates the policy or hinders the successful implementation of the policy shall be handed over to the University Disciplinary Committee for appropriate sanction.

9.0 Policy Alignment

- 9.1 NOUN Data Centre Policy
- 9.2 NOUN Open, Distance and eLearning Policy.
- 9.3 Policy on Learners with Special Needs

Team of Developers

1. Prof. Obhajajie Juliet Inegbedion
2. Mr. Ikechukwu Onyia