

Publishing Criteria for MOE's Public Web Site

The following criteria have been developed as a checklist to be used when considering publishing material on MOE's public web site. If the answer is NO to any of the following requirements, your material may not be appropriate for the ministry's public web site. Please consult the I.T. Department for further information.

- Is the information necessary, current and relevant?
- Is it written in plain language?
- Does it have broad public appeal/interest/usefulness?
- Does the information support the ministry's core businesses?
- Does it fit into the current structure/organization of the public web site?
- Is the web the best medium to promote this information (or should it be published in some other medium)?
- Is the material being promoted/made available in other mediums to ensure it is available for those without Internet access?
- If it is a publication, has it been (will it be) designed for the web, rather than for paper, if the web is the only location it will appear?
- Is this the only web location on which the information will exist or would a hyperlink to another location suffice?
- Is this information available free of charge?
- Does it contain only public information (no confidential information)?
- Are you willing to maintain this information, ensuring it is kept up to date, revised and deleted, if necessary?
- Are you willing to respond to any and all e-mails you may receive as a result of posting this information?
- Are you able to provide the necessary resources to create the material in a format suitable for the web (HTML)?
- Has the material been approved by your Department head?

Similarly, information is not appropriate for the MOE public web site if:

- the information is unnecessary or not current
- the information is highly technical or poorly written
- the targeted audience is extremely small (only a handful of people would be affected by the information)

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- the information/initiative is generated by only one or a few areas, and is not MOE wide in scope
- it is more effectively communicated through another medium (i.e. a publication which can be direct mailed to a targeted audience)
- the information is already posted on another web site (either MOE's or somewhere else)
- there is a cost associated with the information (we can't provide material for free through the web when it's available for sale elsewhere)
- the material contains confidential or not-for-public-consumption information
- you are unwilling to take responsibility for the material's appropriateness/accuracy for the entire time it is on the site
- you are unwilling to respond to any and all e-mails you may receive as a result of posting the information

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