

# Standalone Fresco Site - Decision Checklist

## How to use this checklist:

- **Section A:** Qualifying reason (**At least ONE** answer must be **YES**)
- **Section B:** Baseline requirements (All answers must be **YES**)
- **Section C:** Context only (must **not** be used to justify a decision)

## Section A: Qualifying reasons

**At least ONE of the following must be YES.** These are valid reasons for considering a standalone site.

A1. The content relates to a division, department, college, GLAM unit, college club/society or subsidiary

**Institutes, schools and research projects should be hosted on divisional or departmental sites unless another qualifying reason applies:**

A2. The site serves a specialist target audience whose needs cannot be met on Oxweb or a departmental/divisional site (e.g. trust-building with communities, school-aged children requiring simplified or playful interfaces, highly specialist external users).

A3. The initiative is a multi-division or multi-institution collaboration that cannot be effectively represented within a single departmental or Oxweb context.

A4. A central service where there is a very specific commercial or brand-related need and Oxweb is not suitable

## Section B: Baseline requirements

**All of the following must be YES.**

If any answer is NO, a standalone Fresco site cannot be approved.

B1. Have existing University channels (Oxweb, divisional, departmental, college or GLAM sites) been actively considered and found insufficient?

- B2. Is there a clearly defined purpose for the site (beyond “having a web presence”)?
- B3. Is there formal governance in place (named owners, decision-making responsibility)?
- B4. Is there confirmed long-term resourcing to maintain the site?
- B5. Can the content be hosted by Fresco’s current functionality while meeting University requirements for accessibility, security, branding, data protection etc. (No = Consider alternative platforms)

## Section C: Contextual factors (non-decisive)

These may be useful for context but are **not sufficient alone to justify a standalone site.**

- C1. The content spans both external and internal audiences
- C2. The project or service previously had a subdomain or standalone site
- C3. The requester has other similar projects with standalone sites
- C4. Outreach-focused objectives or deliverables
- C5. Funder expectation for “a web presence”
- C6. The project is high profile
- C7. A desire to use or create a distinct visual identity without clear justification tied to governance, funder obligations, or audience need

*(These may coexist with valid justifications in Section A, but cannot replace them.)*