
WEB GOVERNANCE

The College's web presence is a vital communications and outreach channel for engaging with all potential and current institutional constituencies, thus, it is essential to establish appropriate governance to ensure these assets:

- support the vision, mission, and academic values of the College;
- reflect the College's brand and strategic goals;
- portray accurate and relevant information; and
- comply with all applicable laws and statutes.

The scope of *Web Governance* shall include all people, policies, procedures/workflows, standards, and guidelines that govern the creation and maintenance of the College's official websites, associate sites, social media channels, and public facing digital assets. This includes but is not limited to the *Westernwyoming.edu* and *myWestern.Westernwyoming.edu* domains.

The Policy is maintained and administered by the Office of Marketing and Communication.

See following page for procedure.

Adopted December 13, 2018

WEB GOVERNANCE

Roles and Responsibilities:

The Office of Marketing and Communication:

- Oversees and determines strategic direction of official Western web assets
- Establishes standards, procedures, and best practices to govern the administration of official Western web assets
- Owns and maintains analytics of official Western websites and public web applications
- Determines navigation, structure, hierarchies, and placement of content
- Establishes branding, taxonomy, formatting, and styling
- Ensures compliance with legal and regulatory standards, including accessibility, copyright, and privacy
- Maintains overall site quality and monitors integrity of information
- Collaborates with Information Technology to provide training on the appropriate use of web systems and procedures
- Reviews requests from academic and administrative stakeholders
- Resolves web use and content related issues and questions
- Liaison to third-party digital design and marketing agencies

Information Technology:

- Technical administration and hosting of official Western websites, applications, and systems
- Management of system access, permissions, and roles
- Ensures systems are capable of complying with applicable legal and regulatory standards
- Ensures security and integrity of official Western websites, applications, and systems
- Collaborates with Marketing and Communication to provide training on the appropriate use of web systems and procedures
- Resolves technical issues and problems
- Liaison to third-party web hosting and technology providers

Vice Presidents and Directors:

- Guiding the overall strategic direction of their department's positioning, messaging, and employee's content
- Management of content owners within their department and ensuring they are in compliance with governance and policies

Content Owners:

- Maintain the accuracy and relevance of the content to which they are owners
- Create content and/or collaborating with Content Contributors/Editors or Marketing to do so
- Review and approve content workflow requests
- Complete and remain up-to-date with current web training

Standards, Guidelines, and Best Practices

The Office of Marketing and Communication will maintain and publish institutional standards, guidelines, and best practices that further define the Web Governance Policy. These living documents will be revisited and revised on a frequent basis so that they may be adapted to the ever-changing experiences and web content requirements of the Western community.

Compliance

Western reserves the right to remove from its servers, or disconnect from its network, any material, web pages, or system that the College determines violates policies or applicable laws. Violations of this policy may be subject to:

- Temporary or permanent removal/modification of content
- Loss of web or access privileges
- Required training
- Disciplinary actions

Enforcement of this policy will be pursuant to the appropriate administrative procedures.

Related Standards, Policies, Procedures, and Best Practices

- Web Standards
- Web Procedures
- Web Accessibility Policy
- Acceptable Use Policy

Key Definitions

Content Owner: The academic or administrative unit with primary responsibility for maintaining designated content.

Content Contributor: A College representative with authorized access to a website or application who can create, edit, and submit their own content to a workflow but cannot edit other's content or publish/approve content to become publicly accessible.

Content Editor: A College representative with authorized access to a website or application who can create and edit their own content, as well as others within a content workflow, but cannot publish/approve content to become publicly accessible.

Content Publisher: A College representative with authorized access to website or application who can create and edit their own content, as well as publish/approve workflow content to become publicly accessible.

Content Workflow: A set of tasks and/or approvals that are required to publish or edit publicly available content within a website or web application.

Online Content: Any information or service that may be accessed via a web browser via any electronic device, including—but not limited to—internet websites, images, audio, video, search engines and locally or remotely hosted (e.g., “cloud”) software systems.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking. This includes, but is not limited to: Facebook, Twitter, Instagram, Snapchat, YouTube, Vimeo, LinkedIn, blogs, etc.

Web Accessibility Standards: The technical standards for web accessibility compliance adopted by the College.

Web content management system (CMS): A software system that provides tools for creating, modifying and publishing web pages.

Web Content Sharing: Any information or file that is made publicly available using a website or application. These include documents, images, data, links, posts, etc.

Web Governance: *(See Scope)*

Adopted December 13, 2018