UCM Website Governance

as of June 1, 2018
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General

Introduction

UCM has made the decision to invest in the university website in order to position the University to effectively compete in recruiting future students and employees, to further communicate and market our institution in a very competitive landscape, and to increase information relevance and efficiency for current students and employees.

UCM Website Goals:

- Further support, build, and elevate the UCM brand and positively promote and position the University
- Maximize UCM's value proposition by streamlining website traffic to core messages
- Increase our competitive advantage by optimizing user search, improving search engine optimization (SEO), identifying and reaching target audiences
- Provide a robust user experience by focusing on user-centric content, navigation, structure, and behaviors, especially in the mobile platform
- Exhibit today’s website standards and design trends
- Provide a value asset to the UCM team by providing a more streamlined experience for UCM’s web editors and an efficient way to manage content

The UCM website is a strategic tool that is the sole property of the University of Central Missouri, not individual departments, programs or groups. Maintaining the web presence is vital to the success of the university and is an institution-wide responsibility that should be taken seriously as it carries great influence on prospective and current audiences and provides local, national and global access to UCM. While select faculty and staff will have access and responsibility to edit specific portions of the site, it will remain the property of UCM.

UCM Website Guiding Principles:

- UCM’s Strategic Governance Model, Strategic Plan and the Strategic Positioning Platform
  The UCM website carries the voice of the university. The UCM website must reflect UCM’s goals (access, affordability, and completion and student success) as well as UCM’s identity. Learning to a greater degree is our identity and defines who we are and what we do at UCM. Supported by the four reasons to believe (engaged learning, future-focused academics, worldly perspective and culture of service), Learning to a Greater Degree gives us a way to tell UCM’s story.
- User experience
  All website content, design, and user interface decisions are made with the user experience in mind. All content placed on the external website must consider our audience which includes prospective students, parents, alumni, donors, and community members, just as internal content must consider our current students, faculty and staff. In order to provide the optimum experience, the website must be consistent, provide relevant, accurate, optimized content, be accessible, and be mobile friendly.
- Brand consistency
  A strong and coherent visual identity is crucial to the University of Central Missouri’s public image and reputation. The website is a part of our consistent and cohesive visual identity. The persistent use and thoughtful application of our brand guidelines reinforces awareness of UCM, increases the university’s visibility, promotes its academic reputation and strengthens the core strategic messaging. All web content must follow the University Style Guide.

Internally-focused content

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Internally aimed content will exist in the institution’s Intranet, so external audiences are not required to filter through internally-facing information as they navigate the site.

This type of content included:
- Focuses on internal, transactional tasks.
- Provides updates and information directed only to current students, faculty, and staff.
- Relays regulatory, compliance, or technical information meant for current students, faculty, and staff.
- Faculty/staff specific PDF forms, documents, and policies

**Web Governance Team**

While the UCM website is an institution-wide responsibility, the digital communications team is critical in the strategic leadership, governance and oversight needed to create and maintain a website that positions UCM for strategic growth.

**Web Leadership & Steering Groups**

UCM’s digital communications team includes:

- Web Advisory Working Group
- Web Steering Working Group
- Office of Integrated Marketing and Communications
- Office of Technology

**Web Advisory Working Group**

The Web Advisory Working Group will be responsible for providing direction and oversight in accordance with UCM’s stated goals, established web policies, website goals and best practices. Within its scope of duties and accountabilities, the Web Advisory Working Group will advance its recommendations on high-level web planning and development matters to the Web Steering Working Group.

The working group will meet on monthly or quarterly, as needed. It is anticipated that these meeting will be more frequent during the process of redesigning and launching the new UCM website.

During the redesign process, members will:

- Review and provide input on information architecture.
- Review and provide input on new website design.
- Review and provide input on new web templates.
- Review and provide input on web governance strategies and policies.
- Support project production and migration to the new site.

Following the launch of the university’s new website, members will:

- Guide and champion the web conversation on campus.
- Draft and implement web policies, processes, and procedures to govern current and future website standards.
- Provide input on and help resolve priority conflicts.
- Communicate with the campus community about their responsibility to regularly update the UCM web presence, to include layout and content alignment, with UCM’s web presence guidelines.
- Monitor, assess and resolve campus compliance issues.
• Regularly evaluate site quality and content integrity using the website goals and governance policies as a guide within each working group member’s department, as well as other sites within ucmo.edu.
• Recommend and assess website tools, training opportunities, etc., with focus on innovation and user experience brought forward by the web team.
• Support communication of web updates with campus community within their respective areas and with others on campus when appropriate. Integrated Marketing and Communications will coordinate university-wide communication.
• Report policy and strategy level recommendations to the Web Steering Working Group.
• Refer specific items that require input on high-level matters to the Web Steering Working Group. These matters may include policy clarification, policy noncompliance, and strategic direction updates that support the success of the University’s overall web strategy.
• Provide timely reports of working group activities to the Web Steering Working Group.

Along with representatives from the Office of Technology and Integrated Marketing and Communications, the Web Advisory Working Group should be composed of representatives of the various stakeholder areas across the university. Members:

1. Director of Undergraduate Admissions
2. Assistant Vice Provost for Enrollment Management
3. Director of Student Financial Aid [KWC1]
4. Director of Graduate and International Student Services
5. Academic Advisor Extended Studies
6. Assistant/Associate Dean of College of Education
7. Assistant/Associate Dean of College of Business and Professional Studies
8. Assistant/Associate Dean of College of Health, Science, and Technology
9. Assistant/Associate Dean of College of Arts, Humanities, and Social Sciences
10. Registrar
11. Associate Vice President: Human Resources
12. Director of Student Activities
13. Director of Alumni and Development Communications
14. Director of Application Systems
15. Director for Marketing and Promotions
16. Assistant Director for Web and Digital Marketing (chair)

Web Steering Working Group

The Web Steering Working Group is a high-level working group that provides oversight and university strategic direction for the UCM website. The Web Steering Working Group will meet as needed.

The Web Steering Working Group’s charge:

• Set executive-level direction regarding the university’s web presence to align with UCM’s strategic direction.
• Review and provide decisions on high-level ideas, concepts, and proposals generated by the Web Advisory Working Group.
• Address areas of policy clarification, policy noncompliance, and strategic direction as may be forwarded by the Web Advisory Working Group.
• Serve as the final decision maker in the appeals process for web requests.
• Serve as the executive-level champions of the university’s web initiatives.
Members:

1. Provost/Chief Learning Officer
2. Vice Provost for Enrollment Management
3. Vice Provost for Extended Studies
4. Associate Vice Provost of Technology/Chief Information Officer
5. Chief Communications Officer
6. Vice President of Finance and Administration
7. Associate Vice President for Human Resources

Office of Integrated Marketing and Communications – Production

This team is made up of designers, videographers and content specialists from Integrated Marketing and Communications that can contribute visual/style expertise to UCM’s web initiatives.

The Integrated Marketing and Communications Production team has the authority to manage the following:

- Creative oversight and execution of new graphics, photographs, videos, web templates, and other visual elements
- Editorial style guide and a web style guide
- Propose visual/UI site enhancements to Integrated Marketing and Communications Strategy team
- Periodically review visual elements on the website to ensure that they are relevant and up to date

The Integrated Marketing and Communications Production team reports directly to the Integrated Marketing and Communications Strategy team.

Web Training Coordination

All new users must be trained before receiving access to edit the website. Web training will occur on a regular basis for new and existing users. New users may register for the next training by contacting Integrated Marketing and Communications. Existing web content editors and managers will receive an email with details of recurring training some of which may be mandatory to continue with editing privileges. All web training will be provided by the Integrated Marketing and Communications digital team.

Office of Technology

The Office of Technology is a key partner in managing and maintaining the university’s website. OT will partner with the CMS vendor to manage web development (including programming, database management, and systems integration) and consult with both Integrated Marketing and Communications teams (Strategy and Production) on necessary enhancements to the CMS.

OT responsibilities include:

- Manage administration of the CMS, databases, and other related systems.
- Work with CMS vendor to produce and implement new functionality and page templates within the CMS platform
- Web server management
- Web application development
- Involvement in the interpretation of web analytics and page speed statistics.
- Management of the website’s search engine.
- Integration of third-party systems, tools, and applications with ucmo.edu

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Accessibility, copyright, compliance, and privacy issues (in partnership with the Integrated Marketing and Communications Strategy Team).

**Web Application Development**
Custom applications are sometimes desired and/or necessary in support of University business. Development of such applications are provided as part of the Web Services provided by the Office of Technology. When a web application must be developed, the Office of Technology will use stated policy guidelines along with department guidelines to accomplish the desired end result. Applications must conform to the Office of Technology technical standards and Integrated Marketing and Communications web brand standards. Department developed applications must be reviewed by the Office of Technology prior to implementation on a University hosted web site.

University-approved, externally hosted applications that are not developed or supported by the Office of Technology, i.e. Slate, are not subject this policy section.

**Web Content Development and Maintenance**
UCM's decentralized web content development/maintenance team includes:

- Web Content Managers
- Web Content Editors
- Subject Matter Experts

**Web Content Managers**

Web Content Managers are responsible for making sure that the content contributed by Web Content Editors has been reviewed, quality tested and approved. All training and qualification requirements that apply to Web Content Editors also apply to Web Content Managers. Their responsibilities include:

- Review web content in development stage before Web Content Editors push to production.
- Provide Web Content Editors with clear direction for creating web content that is consistent with UCM’s standard and voice.
- Maintain check and balance for complying with policies, guidelines, standards and processes.
- Publish approved content.

Web Content Managers consult with Integrated Marketing and Communications Strategy team for strategy proposal and approval.

**Web Content Editors**

Web Content Editors are the individuals with responsibility for regularly creating, editing, deleting, or reviewing web page content. These are individuals who work in the academic schools and campus units, and usually their website responsibilities are in addition to their primary role at UCM.

Web Content Editors are tasked with the following responsibilities:

- Maintaining accurate and up-to-date content.
- Using the UCM content management system.
- Using the content templates to ensure content is developed and deployed consistently across the site.
- Complying with policies, guidelines, standards, and processes.
● Collaborating with the Assistant Director for Web and Digital Marketing on important website initiatives and updates.
● Following a schedule for regular content review and archiving content as assigned in the content manual.
● Participating in professional development opportunities through regular training sessions provided by Integrated Marketing and Communications.

Web Content Editors consult with the Web Content Managers for approval.

Web Content Editor Selection, Training and Qualifications

The university has a specific number of web editors, allocated to different areas of the website. All editors have been assigned by upper administration within their respective areas.

Before web editors are able to receive access they must complete web training that will consist of training covering the topics of the CMS, writing for the web, SEO, accessibility standards, and Google analytics. All web editors must be full-time UCM employees. Student employees are not allowed to have web editor privileges. Freelancers and consultants will be approved on a case-by-case basis and must follow Human Resources protocol for access. We recommend the following qualifications for web editors:

- Excellent written and verbal communication skills, including editing and proofreading
- Excellent organizational and prioritization skills

Bonus qualifications:
- Knowledge of best practices for writing for the web, web accessibility, navigation and SEO
- Experience using other web content platforms (WordPress, Drupal, other CMS platforms)

Subject Matter Experts

Subject matter experts are the individuals in schools, academic departments, centers, and other campus units who provide information, news, ideas, and opportunities to web content editors. They are experts about content needed for the UCM site. These subject matter experts must clearly communicate information related to their area of expertise with web content editors and the Integrated Marketing and Communications teams to ensure it is properly represented on the university’s website.

Subject Matter Experts are tasked with the following responsibilities:

- Equip Web Content Editors with overarching area/content knowledge to help shape final content
- Work with Integrated Marketing and Communications Strategy team to streamline content approach and purpose
- Work with Integrated Marketing and Communications Production team to strategize on visual elements for respective departments

Roles/Permissions

CMS permissions are assigned by user groups, and are generally the same for all users assigned to that specific group. To request additional needs web content managers should contact Integrated Marketing and Communications. Supervisors of web content editors must contact Integrated Marketing and Communications if editors should no longer have permission to edit the site.

Website Content and Maintenance

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Accuracy of information and materials posted on the UCM website is the responsibility of the web content editor. Most content should be reviewed at least quarterly or by semester to ensure accuracy and freshness. Web pages linked from the University of Central Missouri site or stored on a server connected to the university network must comply with applicable laws and with university policies and regulations. The following must not be included in any web pages:

- Copyrightable or licensed materials for which the necessary permissions for use have not been obtained or an exception permitting use applies.
- Material for commercial gain unrelated to the university.
- Material that could lead to illegal activities.
- Material or speech that is unlawful.
- Material that is intended to damage, to interfere with, or place an excessive load on a computer system or network.
- Replication and repurposing of original content must be avoided. Instead, links to the original source in the content management system should be used. Policies regarding Authoritative Sources of Information, Intellectual Property, Copyright, and Trademarks should be followed.

While individual departments are responsible for keeping their sites current, the Integrated Marketing and Communications Strategy team—along with support from the Web Advisory Working Group—will continue to review websites and offer ongoing information and advice to assist content owners/editors. All sites will be reviewed on a yearly basis by content editors, content managers and subject matter experts to verify that they are compliant with the university’s web standards. The Office of Integrated Marketing and Communications has access to the entire University of Central Missouri website. In the event a web editor is not updating pages or has made errors, the Office of Integrated Marketing and Communications will edit content for grammar, spelling, brand guidelines, and clarity when necessary. Integrated Marketing and Communications will contact the manager of the area if this becomes a recurring problem, and may result in review and/or reassignment of editing privileges.

### Large Web Requests

Major projects such as site redesigns and new site launches must be reviewed, approved and scheduled through Integrated Marketing and Communications. Such requests will be placed in the Web and Digital Marketing roadmap according to department and strategic priorities. To initiate this process, submit the web request form.

### Website Forms

OmniUpdate’s OU Campus form builder must be used for any forms that are not connected to internal databases. This will provide better continuity, trackability and sustainability through employee turnover. For these reasons, Google forms will not be used on the website. The OU Campus forms will be solely managed by content editors. Additionally, all recruitment RFI forms must be created using Slate and approved by and coordinated through the Office of Admissions.

In the event you need a form with more capability, such as a form that needs to connect to an internal database, or provide more functionality than the CMS form builder can provide, a request may be made with Integrated Marketing and Communications who will work with the Office of Technology to review the request.

### Content Management System Use

The official content editing software is OU Campus. Web content editors must use this software in order to make changes to the website.

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Web Emergency Requests

In the case of a technical web emergency (i.e. site is down or a prominent page on the site is down or throwing a 404 error), please call the Technology Support Center at 660-543-4357.

For all other urgent requests, please submit a support ticket through the Integrated Marketing and Communications web request form. Requests due to operational issues such as lack of CMS training, failure to plan for employee turnover or lack of a backup page-master/content contributor do not constitute an emergency, and will be processed accordingly.

Requesting new pages and information architecture changes

Request/Appeal Process

Content editors will be able to handle most requests. Non-routine requests or requests that will have a high impact the university website will be submitted to the Integrated Marketing and Communications Strategy team before being assigned. After a review of the request, a decision will be made and communicated to the requesting party. If the requesting party disagrees with the decision, it will be reviewed by the Web Advisory Working Group. The decision of the Web Advisory Working Group may be appealed to the Web Steering Working Group, which will make the final decision.

Website Policies & Standards

Authoritative Sources of Information Policy

In order to keep the website content current and accurate, web pages must not duplicate or recreate content. If your page is not the designated subject matter expert for the content, your page must link to the sources and not duplicate or recreate the content on your own section of the UCM website. The Digital Communications Team reserves the right to take down such content.

For example, Course Listings - the only listing of complete courses which can appear on a university webpage is the approved catalog course listing. Web editors must link to the course listing as it appears on the course catalog page. Editors cannot post a link to a Word doc or a PDF that includes the department's own course listings.

Other examples include:

- Academic calendar - ucmo.edu/calendar/summary.cfm
- Visitor information - ucmo.edu/visit
- Employment information - ucmo.edu/hr
- UCM Policy information - ucmo.edu/policy
- Four-year plans and programs of study - link to corresponding catalog page
- Program location and publishing - Registrar's office

In most cases, the source of authoritative content is easily determined – the Housing Office is responsible for content about the residence halls, etc. However, there are a few cases that content may be perceived to be “owned” by more than one office. In those instances, the Web Advisory Working Group will meet with the offices in question and make a recommendation to the Web Steering Working Group.

Web Brand Standards
One of the goals of the UCM website is to achieve a standard look and feel, logical navigation and consistent approach to visual design throughout the university. This helps with user experience and to stay true to and communicate our brand consistently. (Refer to the brand standards.)

Accessibility Standards

The UCM site strives to adhere to accessibility standards defined in the Federal Rehabilitation Act Section 508, specifically subsections 1194.22 and subsection 1194.31

Acceptable Web Content Policy

The UCM website is a university asset that is funded by the state of Missouri. Content for organizations not directly related to the University should not live on the University website. University website resources (including web servers, bandwidth, and personnel) are provided solely to support University initiatives.

The reputation of UCM is a valuable asset that should be preserved. At times, web content editors may intentionally or unintentionally publish materials to a university website that could have a negative impact on UCM’s reputation and brand. The UCM digital communication team has the authority to remove unacceptable content it discovers on any university website. Examples of unacceptable content include images, text, audio, video, etc. that can be considered fraudulent, harassing, obscene, threatening or otherwise prohibited by law.

Keep in mind the UCM website and other digital marketing platforms (UCM affiliated social media platforms, etc.) represents the voice of the University. It is unacceptable to put personal views on the University website.

Under Construction Sites

Under construction messages or image signs will not be used.

Names

All file, folder, and image names should be composed of lowercase alphabetic characters (a-z), numbers (0-9), and the hyphen (“-”). No spaces or other characters or symbols should be included in the file name. Spaces are often overlooked when users type URLs. Moreover, spaces in links occasionally do not work.

- Keep your file names short (under 25 characters) AND meaningful.
- All graphic files must end in gif, jpg or png.
- Lower case characters will used unless some overriding or technology requirement dictates differently. This consistency is important for users to understand your file names.

Third party Advertising and Web Hosting, etc.

Third Party Advertising and Website Hosting

No third-party ads are to be introduced onto the University-owned website. This includes both formal display advertising and in-line ads or text links to third-party commercial sites where no university interests are present.

Third-Party Tracking Code

Frequently, third-party tracking code is required to be placed on the University website, on either a site-side or page-level basis, in order to support marketing or reporting functionality. Use cases may range from general
tracking and reporting (i.e., Google Analytics) to campaign-specific code such as JavaScript snippets and tracking pixels. All tracking codes must be reviewed and approved by Integrated Marketing and Communications before placed on the UCM website.

All use of tracking codes must remain consistent with the University’s published privacy policies. In cases of doubt, the Office of the General Counsel will be engaged in the discussion.

Web Hosting

The University provides resources for the Web Hosting services. This solution will be used for all web hosting needs by all departments and University sponsored organizations. In the rare instance that the solution does not meet needed services, departments can request approval from the Web Advisory Working Group and the Web Steering Working Group.

If exceptions are needed the following guidelines must be adhered to:

- Information must be up to date, accurate and meaningful.
- Styling of the site must follow University branding standards and needs to be approved by UR.
- All domain names should contain ucmo.edu. If having a final ucmo.edu domain is not possible, a redirect may be considered.

Domain Management and UCM’s URL policy

In order to provide a user-focused, effective way to access to web information, the following URL policy will be followed:

- URLs will reside under ucmo.edu (i.e., www.ucmo.edu/example). Custom URLs (i.e., www.ucmo.edu/example), used for marketing purposes, can be created to redirect to your website and should clearly describe the site to which they refer.
- In all cases, ucmo.edu will be the primary domain name associated with UCM sites. In limited cases and only when the preferred option is not available, subdomains (i.e., example.ucmo.edu) must be approved by the Web Advisory Working Group and the Office of Technology. University-owned domain names such as ucmo.edu are managed and provisioned by the Office of Technology.
- In all cases, URLs should ensure the continued promotion of UCM and its services.
- URLs cannot be duplicated.
- URLs should be short, describe the website, intuitive to end users, and include only letters, hyphens and numbers.
- URLs should not be comprised of acronyms unless it is a commonly used outside UCM.

Social Media

The UCM website will only link to University social media streams. Personal social media links will not be linked from the UCM website. All University social media posts and content that might be linked back to a feed on the website will meet all university guidelines.

For any web policy questions, please contact the Office of Integrated Marketing and Communications at 660-543-4640.

Security

Every effort must be made to ensure your website and the University are kept secure by use of standard, and proven industry practices. All web traffic must be accessed through an encrypted web protocol (https) with a digital certificate issued by a trusted certificate authority.

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Scripts shall follow OWASP (Open Web Application Security Project) guidelines.

UCM issues Web Editors and Web Content Managers username and password credentials for the purpose of carrying out the activity of that user. These credentials are to be used for conducting assigned/approved educational and business activities. After receiving these credentials, it is the responsibility of each user to protect them from unauthorized use.

**Confidentiality**
Web Editors and Web Content Managers must abide by all University and federal policies and mandates (example: FERPA) when publishing information on the website.

**Measurement**

Google Analytics has been embedded in all site pages, so departments wanting to track page views do not need to embed codes on their own. Departments that wish to utilize this data must request an account for their own access and reporting needs via the Digital Communication Team.