## WSU TRI-CITIES WEB GOVERNANCE POLICY AND PROCEDURES

PURPOSE

The purpose of the WSU Tri-Cities) website is to enhance the campus' electronic image (EP29) and help ensure appropriate usage (EP4) and facilitate accessibility (EP7). The WSU Tri-Cities website and all its sub-sites must be maintained according to WSU standards for uniformity and brand compliance, best practices and at the highest quality possible. Web governance refers to people, policies, procedures, standards and guidelines that govern the creation and maintenance of our official website.

OBJECTIVE

The primary objectives of this policy are to:
  1.      Provide collaborative, centralized governance of and ongoing development, deployment, delivery and maintenance of WSU Tri-Cities website; and,

  2.      Achieve a consistent branding and look for the official WSU Tri-Cities web pages by consistently representing the WSU Tri-Cities brand through standard processes, roles, responsibilities and practices.

To support these objectives, the website must be arranged in a way that intuitively presents information to users, particularly prospective and current students and families.

GOVERNANCE STRUCTURE

The WSU Tri-Cities campus Director of Marketing and Communications chairs the Web Governance Committee. The committee consists of departmental coordinators, who represent the constituencies of their respective departments including civil service and AP. The committee is comprised of representatives from:

- Academic Affairs
- Information Technology
- Student Affairs and Outreach
- Advancement and Development
- Marketing and Communications
- Business Services
- Student government representative
- Faculty Member – Ex Officio
- Civil Service Staff representatives
- AP Staff representatives

These representatives will work with their respective colleagues to ensure that their information and points of view are represented accurately.  Feedback and website adjustments for consideration may also be sent to tcweb@tricity.wsu.edu.

GOVERNANCE COMMITTEE RESPONSIBILITIES

- Provide oversight of and set strategic direction for tricities.wsu.edu in conjunction with WSU Tri-Cities Executive Leadership and the office of the Chancellor
- Establish policies and procedures to govern current and future website standards
- Implement global changes to taxonomy, structure, branding, look and feel, navigation and styling as needed
- Ensure compliance brand standards, legal and regulatory standards, including accessibility, security and protection of personally identifiable information.
- Ensure site quality and content integrity
- Create additional templates or changes to existing templates
- Facilitate and resolve non-compliance issues
- Establish and review metrics to determine if pages effectively communicate intended messages including analytics and search engine optimization

GOVERNANCE POLICIES

1. The website, www.tricities.wsu.edu, is the sole property of WSU Tri-Cities.

2. The Web Governance committee and the WSU Tri-Cities Marketing and Communications Office has access to all areas of the WSU Tri-Cities website including, but not limited to: settings, menus, widgets, google analytics, templates and plug-ins. To ensure quality control, committee members have the authority to edit/alter content as needed for clarity, grammar, spelling, usage, style and search engine optimization, as well as to conform to university naming conventions and branding. WSU Tri-Cities reserves the right to revise or delete content housed on WSU Tri-Cities IT resources that does not meet acceptable use guidelines or the standards outlined in this policy.

3. Permission to review and/or edit web pages will be granted to the following individuals as defined below:

   - Web Governance Committee members – Individuals appointed by departments to help govern and manage the website. Each member has the responsibility to review and approve changes to both their departmental webpage and the website as a whole.
   - Coordinators – individuals who have day-to-day operational responsibility for their department's content, development and maintenance. The coordinator acts as the decision maker and approval authority for adjustments and changes for their department webpages at the direction of their supervisor. Coordinators have the authority to publish content. However, only coordinators and contributors who have been formally trained will be given access to the website.

- Contributors – Individuals who contribute to their departmental webpages and work with departmental coordinators. Contributors can update content and send to coordinators for edits and possible publication, but do not have the authority to publish.

4. Coordinators and contributors shall be appointed by the web governance chairperson, vice-chairperson or by a majority vote of the web governance committee.
   a. Coordinators, contributors and committee members may have their web privileges removed at any time by the chancellor, chairperson, vice-chairperson or a majority vote of the web governance committee.
5. Contributors and coordinators are appointed by board members and should have website maintenance as part of their written job duties.
   a. Contributors and coordinators should represent their functional job area or as appointed by the board
6. The marketing and communications office shall be responsible for providing training for users

## GOVERNANCE PROCEDURES

## Website Edits, Page Creation and Reviews

1. Edits: When a website edit or creation is desired by a particular department or person, that person shall contact their department coordinator or contributor with the request.
   a. For small edits, such as typos, grammar and wording, the said request should be processed and updated in a timely manner by departmental coordinators
   b. For larger edits or webpage creation, each request should include pertinent content, verbiage, photographs, links and other necessary information. Each newly created webpage should be in-line with WSU branding standards and vetted by department managers, directors or vice-chancellors. Examples of this could be a new program webpage such as Running Start or Professional Development.
      i. Once department approval is gained, coordinators and contributors shall have their work review by a committee member for review and approval by sending approvals through the Wordpress web approval system.
      ii. Once the request is generated, an email is sent to tcweb@tricity.wsu.edu whereas each responsible committee member shall review and approve according to their departmental matrix (see chart).
      iii. Once request is received, the committee member will review the web page edit or newly created page for accuracy, appropriateness, formatting, branding and search engine optimization.

        iv.    If the request is valid and meets standards, the committee member shall approve the request or email the coordinator or contributor with necessary requests for revisions prior to approval

        v.    When a webpage edit is completed, the coordinator or committee member shall email the requester with the status.

  c.  Any time there is a request for adjustment that is in question or the requester needs assistance, Marketing and Communications may serve as a strategic advisor

  d.  Marketing and communications shall be empowered to make strategic changes to any page at their discretion in line with the mission of the university or at the direction of the director of marketing and communications or the office of the chancellor

2.    Reviews:   Website review is the responsibility of all committee members

  a.  Web pages shall be reviewed for content, accuracy, clarity, search engine optimization and brand by committee members on a monthly basis.

        vi.    i.   Web coordinators and committee members shall fix broken links on a monthly basis by reviewing the broken link tool in Wordpress

  b.  Marketing and Communications shall serve as web editor and page creator/curator for pages that do not have consistent management or trained web coordinators

  c.  Web coordinators, contributors and committee members shall bring up any functionality errors to the attention of Information Technology as soon as possible by emailing tchelp@tricity.wsu.edu

3.    Training – All users must pass web training prior to authorization, including:

  a.  General website training – provided by Marketing and Communications

  b.  American Disability Act (ADA training) – provided by online Pullman web portal

  c.  Search Engine Optimization (SEO) training – Provided by Marketing and Communications

WEBPAGE RESPONSIBILITY MATRIX

**Marketing and Communications**
- Front page
- Administration pages
- Advancement pages (give)
- About pages
- News
- other

**Academic Affairs**
- Program and degree pages
- Research pages
- BSEL
- Faculty pages

**Student Affairs and Outreach**
- Office of student life
- Admissions
- ASWSUTC
- Campus housing, services and financial aid
- Community
- Parents and families

**Information Technology**
- Information technology
- IAT
- Room schedules (Live 25 system)