

Regis University

Web Governance Policy

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Table of Contents

Web Governance Policy Ownership	3
Goals of the Web Governance Policy.....	4
Guiding Principles	5
Governance Roles and Responsibilities	7
Content Management System Permissions.....	11
Appendix A: Web Governance Structure	13
Appendix B: Sitecore User Group at Regis (SUGAR)	14
Appendix C: Web Content Publishing Process.....	15
Appendix D: Outstanding Web Governance Issues	16

Web Governance Policy Ownership

The Regis University Web Governance Policy is owned, modified, maintained and enforced by University Brand Marketing's Web Marketing team.

It is vital that the Regis University Web Governance Policy exist as a "living" document, and it will be revisited and revised on a frequent basis so that it may adapt to the ever-changing experiences and web content needs of the Regis University community.

Changes to the Policy may be submitted to the Lead Editor, who will approve or disapprove of suggested changes with strong consideration of University business and operational needs, as well as feedback from those who fulfill web governance roles and responsibilities.

For questions, concerns and suggestions related to the Web Governance Policy, contact:

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Goals of the Web Governance Policy

The primary goal of the Regis University Web Governance Policy is not to implement rigid, institutional control over web-based University communications, but rather to empower various University entities and stakeholders to quickly create and publish engaging, accurate, and relevant web content while maintaining a consistent, high-quality brand image and voice. To achieve this goal, the Web Governance Policy aims to:

- Create an efficient and easy web content development and approval process that allows for short time-to-market publishing of new and updated web content which maintains brand alignment and consistency.
- Provide Regis University with a centralized and responsive governance model for quickly and effectively identifying, prioritizing, implementing, and managing web content modifications and enhancements.
- Establish a conduit for communication and sharing of web content resources up, down and across the University.
- Create a diverse organizational body that can set University-wide, business-driven strategic goals and operational guidelines for the management of web content.
- Provide a roadmap for growth and evolution of the University's website so that it achieves and retains a "best-in-class" position in the higher education market.

Guiding Principles

Members of the Regis University community who are involved in making strategic decisions about web content, and/or work directly with web content (developing, updating, deleting, etc.) should fulfill their web content responsibilities within the context of the guiding principles listed below.

General Principles

- Regis University web content is a valuable asset that should be cared for and treated as such.
- Bottlenecks should be avoided.
- Web content ownership and accountability are vital for web content decision makers and editors.
- All Regis University web content should be accessible to all site visitors, including those with disabilities, and should follow the guidelines of the Americans with Disabilities Act, Section 508.
- Communication and sharing of web content resources should occur across the University.
- Ideas for improving and innovating Regis University web content should always be shared and considered. No idea is a bad idea.
- University business needs will trump any limits due to technology.
- Everyone in the University community is responsible for reporting inaccurate, outdated, inappropriate, or poorly developed web content.

Content Principles

- Web content development and revisions should be made according to a web content strategy with business objectives and answers to the following questions:
 - Who is the audience for the web content? Is it a targeted audience?
 - What does the web content consist of? Images? Text? Video? Interactive elements?
 - Where will the web content be published?
 - When will the web content be published? Timing is as important as placement.
 - How will success be measured?

- All Web Content Leads and decision makers are committed to consolidated, accurate, up-to-date, and streamlined web content that meets or exceeds industry web design and content standards.
- Web content should engage, educate, empower, and excite site visitors, and present them with a consistent, brand-aligned, user-friendly experience.
- Presentation of web content should be considered for all possible publishing channels: mobile devices, smartphones, different browser brands and versions, offline environments, and various Internet connection speeds.
- CMS workflows will match real life work environments and processes as closely as possible.
- Search Engine Optimization methods, including metadata tags and content configuration, should be applied to all web content.

Branding Principles

- All web content should follow the Regis University Branding and Style Guide, unless absolutely necessary for business reasons.
- All Web Content Leads and decision makers are committed to web content brand alignment and consistency.

Governance Roles and Responsibilities

The governance model for Regis University web content is hybrid in nature, and allows for both collaborative and centralized decision making.

Strategic, or “big picture,” decisions about the University’s web assets are made by a University-wide leadership committee. Day-to-day governance related to the security, creation and management of web content is centralized within Web Marketing. Web content ownership and accountability rests with a small number of editors within the colleges and University departmental levels.

Centralized decision making and ownership is necessary for publishing a website that offers visitors a consistent, University-wide experience, and avoiding publication of irrelevant, outdated, and inaccurate web content. It also helps to prevent uncontrolled proliferation of site pages and deterioration of the website infrastructure.

The table below contains a detailed listing of University web governance roles and their associated responsibilities. You can view a graphical representation of the governance structure in Appendix A.

Role	Responsibilities
Web Marketing Team	The Web Marketing team is part of the University’s Brand Marketing agency. Web Marketing is charged with developing, managing, and publishing Regis University web content, resources, and web applications, and oversees the development, maintenance and security of the Content Management System (CMS). Web Marketing leads the University’s Web Leadership Committee, and owns and publishes the Regis Web Governance Policy.
Executive Sponsor	The Executive Sponsor serves as the executive level “champion” for the University website and the CMS. He or she is primarily responsible for positioning the website as a valuable University asset and critical conduit for moving the Regis

	<p>brand forward.</p> <p>The Executive Sponsor helps communicate the value of proposed website initiatives, strategic plans, and development projects to the higher leadership levels of the University. The Executive Sponsor “co-leads” the Web Leadership Committee with the Web Marketing team.</p>
<p>Web Leadership Committee (WLC)</p>	<p>The Web Leadership Committee (WLC) serves as a leadership and governance body whose ultimate responsibility is providing web content policy and priority guidelines, as well as recommendations and initiative approval for all internal and external Regis University web properties.</p> <p>The WLC decides how new web development and initiatives are financed, measured, and evaluated, and takes action on site successes and failures.</p> <p>The WLC is comprised of high-level decision makers from each of the colleges, and includes representatives from University-wide departments such as Athletics, Human Resources, ITS, and University Relations. This committee may also include faculty representatives from each college.</p>
<p>Lead Editor</p>	<p>The Lead Editor acts as a steward and curator for all web content and the website user experience. He or she exercises editorial control over all web content to ensure its quality, relevancy, and alignment with Regis brand messaging. The Lead Editor provides leadership for website maintenance efforts, schedules site audits, and identifies, consolidates, proposes, and leads University-wide web initiatives and development.</p> <p>The Lead Editor is responsible for home page and University-wide web content for the purpose of strategically centralizing content and design in one</p>

	<p>place. He or she identifies opportunities to share relevant content across departments, schools, and at the University level. The Lead Editor also acts as Security and Site Administrator.</p> <p>The Lead Editor reports to the Chief Marketing Officer, who has ultimate editorial control over web content.</p>
<p>Web Content Specialist</p>	<p>The Web Content Specialist is a member of the Web Marketing team, and is dedicated to supporting the web content needs of a particular college. He or she may secondarily serve other University entities requiring less content support, such as Athletics, Dayton Memorial Library, or Academic Affairs.</p> <p>The Web Content Specialist is responsible for identifying and cultivating content sources, determining the editorial features and publication times for their clients' web content, obtaining or providing proofreading and editing services for their clients, and providing CMS training and support for Web Content Leads.</p> <p>Depending on the needs of their clients, the Web Content Specialist may be responsible for making site navigation and web content changes for the college or department they serve. Web Content Specialists will optimize all web content for search engines.</p> <p>The Web Content Specialist reports to the Lead Editor.</p>
<p>Web Content Lead</p>	<p>Web Content Leads have expert knowledge of the business and web content needs of the college or department in which they are employed. They have ownership and accountability for the website pages owned by their college or department.</p>

	<p>Depending on the needs of their college or respective University department, Web Content Leads may be trained on the CMS, and may implement small changes in web content. They work with a designated Web Content Specialist from University Brand Marketing to determine the CMS approval workflows that are needed for the web content and pages they own.</p> <p>Web Content Leads also work closely with a designated Web Content Specialist to provide and maintain high-quality, relevant, fresh, and search-engine-optimized web content for the pages they own. Web Content Leads may act as a backup resource for a project relevant to their college or department if a Web Content Specialist is absent due to vacation or illness.</p>
<p>Site and Security Administrator</p>	<p>The Site and Security Administrator manages CMS security settings and permissions, creates and modifies workflows, and manages publishing settings. He or she also identifies and resolves front-end technical issues related to the operation and maintenance of the CMS.</p>
<p>System Administrator</p>	<p>The System Administrator is caretaker of the “back-end” operations of the CMS, and provides server setup, maintenance and troubleshooting services. The System Administrator is responsible for the installation of CMS software, upgrades and additional features. The System Administrator identifies and implements server optimization opportunities, and is charged with server-level security. The System Administrator sets up, manages, and maintains testing, development, and production server environments.</p>

Content Management System Permissions

Permissions for using the different features of the content management system (CMS) depend on the role a Web Content Lead plays in the publishing process. CMS workflows provide an automatic approval process that takes these permissions into account, and makes it easy to publish web content quickly and efficiently.

The table below shows the CMS permissions assigned to each of the governance roles. The Executive Sponsor and members of the WLC may or may not receive access to the CMS, depending on business needs.

NOTE: During content migration, CMS permissions will be more limited than after the launch of the website. Permissions which may be activated AFTER the site launch are followed by an asterisk (*).

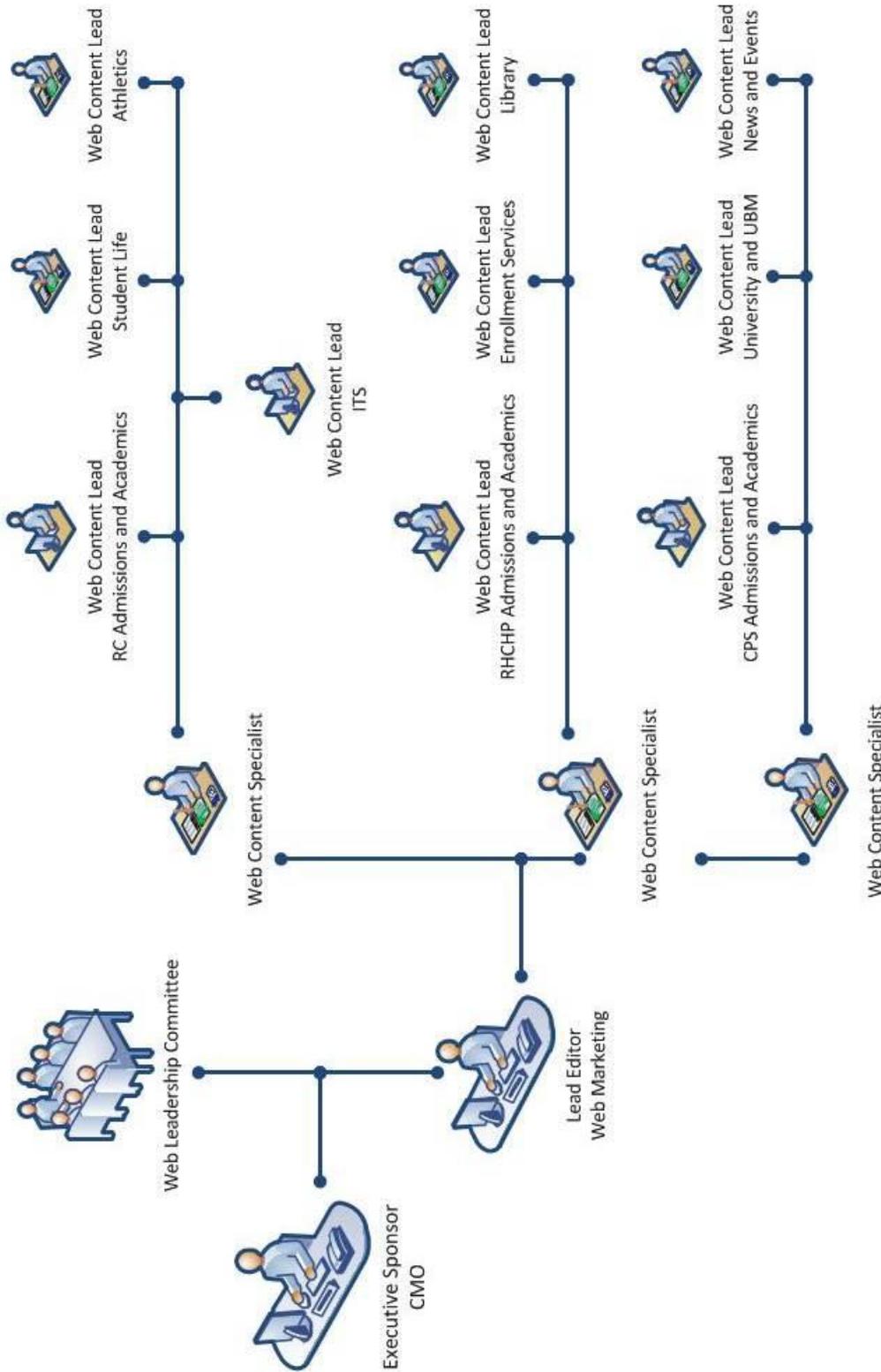
Role	CMS Permissions
Security and Site Administrator, System Administrator	No restrictions on permissions
Lead Editor	<ul style="list-style-type: none"> • Adds, modifies, and deletes content. • Previews content. • Modifies page design (adds, removes, modifies page components, uploads and places images). • Determines or approves titles for breadcrumbs, menu items, and pages. • Publishes content. • Modifies content tree or architecture of the CMS, e.g. adds and deletes pages and site sections. • Adds and modifies navigation. • Creates and modifies templates. • Adds, modifies, and customizes workflows • Works with ITS or another designated System Administrator to resolve back-end

	server and software issues.
Web Content Specialist	<ul style="list-style-type: none"> • Adds, modifies and deletes content • Previews content • Modifies page design (adds, removes, modifies page components, upload and place images) • Adds and modifies navigation • Determines and approves titles for breadcrumbs, menu items, and pages • Publishes content • Adds and deletes content editors • Creates and modifies templates
Web Content Lead (permissions optional and subject to approval by Web Marketing)	<ul style="list-style-type: none"> • Adds, modifies, and deletes content with the approval of the assigned Web Content Specialist* • Previews content

*Permissions granted post-launch.

Appendix A: Web Governance Structure

Regis University Web Governance Structure 2012



Appendix B: Sitecore User Group at Regis (SUGAR)

Should the Governance Policy be modified to expand CMS permissions to more members of the Regis University community, it is recommended that the Web Marketing team create and administer a Sitecore User Group to address the ongoing training needs of University web content managers, and to provide a structured means of supporting the continual improvement and evolution of the University website.

The Sitecore User Group at Regis (SUGAR) will be comprised of University employees who use Sitecore on a daily basis as part of their responsibilities. The Web Marketing team will administer and evolve the group. SUGAR will offer its members:

- Ongoing Sitecore training workshops that feature:
 - In-depth training on specific Sitecore features and how they benefit University web content and marketing efforts
 - Guest speakers who are Sitecore power users
 - Sitecore best practices
 - Training on Sitecore updates and new features
- Educational and technical Sitecore resources
- Sitecore technical support and problem solving
- Opportunities to share new ideas for improving Sitecore and web content usage via case studies from within the University community
- A training and resource website on the Regis Intranet, as well as a Facebook page and Twitter feed
- Consulting on how to use Sitecore to solve business problems or needs

Appendix C: Web Content Publishing Process

The publishing process for University web content can best be described and understood through fictional user stories.

User Story #1

An RHCHP faculty member notices that the nursing program faculty listing is outdated and contacts Jill, the RHCHP Web Content Lead. Jill requests a content update from Mary, the RHCHP Web Content Specialist. Mary receives the request, updates the web content, and publishes it to the University website.

Workflow

RHCHP Faculty → RHCHP Web Content Lead → RHCHP Web Content Specialist

User Story #2

The Dean of the School of Education and Counseling (SEC) informs Amanda, the CPS Web Content Lead, that one of its faculty members is receiving a national teaching award. Amanda contacts Will, her CPS Web Content Specialist, and the two of them develop a feature story for the CPS SEC landing page. Will directs the Brand Marketing multimedia specialist to conduct a photo shoot of the faculty member with her award, and requests proofreading and editing services from the Brand Marketing writer.

After final editing, Will uploads a preview of the story for Amanda to review and approve. He also informs the Lead Editor that the story might be appropriate for the website home page. The Lead Editor agrees the story should be shared University-wide and approves it for use on the home page, the CPS landing page, the faculty member's page, and the SEC landing page.

Workflow

CPS Dean → CPS Web Content Lead → CPS Web Content Specialist →
Brand Marketing Writer and Multimedia Specialist → CPS Web Content Specialist → CPS Web Content Lead → Lead Editor

User Story #3

On his first day as Regis University President, Father Fitzgibbons decides he wants to hold a series of community town hall meetings and would like to publish information about them on the website as soon as possible. His assistant sends the meeting schedule to the Web Content Specialist for News & Events who publishes the information on the appropriate page of the website. The entire process takes 30 minutes.

Workflow

President's Office → News & Events Web Content Specialist

Appendix D: Web Governance Policies Still Needed

There are various governance issues not addressed in this initial version of the Web Governance Policy that require resolution by the Web Leadership Committee as soon as possible. These include:

- How will success be measured? What metrics will be used? What benchmarks? Who will do the measurement? What is the response to success? What is the response to failure?
- How will content posting priority be determined? What will it be? What will be the procedures for resolving placement disputes?
- What will be the policy for records retention?
- What will be the procedures for content auditing? Who will conduct the audits? Which website content will be audited and how frequently?
- What will be the workflows for express or emergency publishing? What will determine if web content requires express or emergency publishing?
- What are the required standards of quality for website design, content, and multimedia? How will these standards be enforced? Who will enforce them?
- Which browsers and browser versions will be used to test web content?

As these issues are addressed and resolved, modifications to the Web Governance Policy will be made by the Lead Editor.