



POLICY AND PRACTICES MANUAL

Practice	Web Governance Policy	Document No	
Section	The Marketing Department - Digital	Approval Date	April 26, 2018
Approved By	Executive Staff and the President	Revision Date	

SUMMARY

The primary objective of this Policy is to provide collaborative, centralized governance for the ongoing development and maintenance of Park University's ("University") digital image and to achieve a consistent appearance for University Websites through standard processes, responsibilities, and practices.

The University's digital presence is the public face of the university. All of the University's online visitors should have a digital experience consistent with the University's mission and values. University Websites must be arranged in a way that intuitively presents information to users to facilitate a pleasant online experience and quickly provide them with the information they need.

The University's digital audience includes prospective and current students, alumni, donors, corporate partners, staff and faculty, and the online community as a whole. All of the University's work, from content to design to allocation of resources, is created with their needs in mind.

University Websites provide a platform to display the University's best qualities and project a positive image. It is a strategic asset that carries enormous influence and provides global access to all aspects of the University. Guidelines that encourage clarity, accuracy, and consistency are essential to protecting University's online image.

PRACTICE AND POLICY

University Website means all University servers, third-party web applications, all of the University's digital properties, any other sites that are part of University business owned or operated by and on behalf of the University and published within the University system domains and subdomains including, but not limited to, websites managed by faculty via faculty.park.edu and all other park.edu sites.

Rules and procedures for the governance of University Websites are to ensure that University Websites are centralized and consistency in appearance.

Web Governance Structure.

All University Websites are assets that belong to the University, not individual departments or persons. Departments serve as caretakers of those University Websites, experts in their content, and stewards of University's brand. Responsibilities of the Marketing Department include, but are not limited to, the following.

1. Review requests from academic and administrative stakeholders.
2. Provide oversight of and set strategic direction for University Websites in response to the needs of web visitors.

3. Work with the Office of General Counsel to establish appropriate policies, processes, and procedures to govern current and future University Website standards.
4. Ensure compliance with all legal and regulatory standards e.g., accessibility, security, protection of personally identifiable information.
5. Ensure University Website quality, content integrity, and brand consistency.
6. Recommend additional templates or changes to existing templates.
7. Facilitate and resolve non-compliance issues.

The Marketing Department has full access to all areas of University Websites, and has broad authority to oversee, edit, and remove content that does not comply with this Policy.

PROCEDURE

Academic Freedom and Web Governance.

Faculty should remain free to express their professional opinions on issues affecting the academic dimensions of the University.

To acknowledge those responsibilities, the University strives to adhere to the American Association of University Professors' Standard of Academic Freedom and the limitations and conditions it stipulates. The scope of academic freedom is broad, but not unlimited. Academic freedom does not protect false statements or unprofessional conduct. Each faculty member must ensure that material introduced is relevant to the course(s) they teach.

The exercise of faculty members' academic freedom is limited by the University's academic purposes and standards, the description of courses in the University's catalogs, accepted standards of the various disciplines, and by accreditation guidelines, as stated in the University's Faculty Manual.

Request for Faculty-managed University Website(s) and Appeal Process.

Faculty-managed University Websites, located at faculty.park.edu, is owned by the University and controlled by Academic Affairs. Faculty should make all requests to create a faculty-managed University Website to the appropriate dean, designee, or unit supervisor.

All Faculty-managed University Websites must:

1. include, in a reasonably sized font, the following excerpt:

“Park University is not responsible for the contents of any faculty pages which reference, or that are referenced by, Park University's webpage(s). The information and opinions expressed on any faculty pages are the author's own and do not reflect the view of Park University.”;

2. not be in conflict with the University's mission and values; and

3. feature the University's logo and text link to the institution's homepage, park.edu, within the footer region of every page.

Questions about requests or issues with the content on any faculty-managed University Websites, will be routed to the Marketing Department's leadership for a decision. If the requesting party disagrees with the Marketing Department's decision, it may be appealed to the University's Executive Staff, which will make the final decision.

General Requests.

If departments or offices want to create a new University Website, start a blog, add additional pages to an existing University Website, or request new features that require development work or third-party software, a request must be submitted to the Marketing Department at webrequest@park.edu. The requesting department must include in its request:

1. The department making the request.
2. All pertinent details regarding what is being requested.
3. Any appropriate attachments.
4. A link to where the existing page/information can be found (if applicable).

All requests must be approved by the appropriate dean, designee, or supervisor of the requested unit. The Marketing Department considers requests from the following departments to hold the highest priority.

1. Compliance (when related to federal, state, and accrediting agency reporting, where compliance is mandatory) and/or the Office of General Counsel.
2. The Financial Aid Office.
3. The President's Office.
4. The Registrar's Office.

The University's strategic priorities, brand integrity, University Website performance, security, and site-wide code base will be considered before any other type of request.

Requests will generally be answered within 5-7 business days of the request; depending on the complexity of the request. New University Website requests may take longer for review and approval.

Catalog update requests will generally be approved and posted within 6 weeks; if not related to federal, state, and accrediting agency reporting.

Permissions for Web Content Directors.

Web content directors are those in charge of the University Website for their office, department, or college. Permissions to alter park.edu are given to web content directors only. Permissions are determined by the



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appropriate dean, designee, or unit supervisor and approved by Academic Affairs. However, if specific needs are determined e.g., certain users can only write in draft mode, web content directors should contact the ITS Office.

Quality Control and Workflow.

Web content directors making changes to existing pages should ask a second person to review the University Website's content before it is published.

New entries must be reviewed by the Marketing Department's Digital Team prior to being published. The Marketing Department will also be reviewing all news and event entries for spelling, grammar, and style. If a blatant spelling mistake or factual error appears on a University Website, the Digital Team will correct the error and contact the responsible web content director. If this is a recurring problem, the Marketing Department will relay the concern to the supervisor of the department or office and may suspend editing privileges until it is resolved.

It is important that everyone work together to keep the new University Website free of typos and bad grammar and consistent in style and quality.

Course Listings.

The only course description which can appear on a University Website is the description provided by the Academic Affairs Office and the Registrar's Office. Course listings will be provided via Program One Sheets and will be available as links on the appropriate academic page. No posting of links to a Word doc or a PDF that includes the department's own course description is allowed. The Marketing Department reserves the right to take down such links.

Search Engine Optimization.

Search engine optimization ("SEO") is the process of improving the visibility of a University Website in search engines.

Content updates related to SEO and social media must be processed quickly and efficiently. Since the University depends on search engines to bring people to its University Websites, any complications in updating University Website content, including SEO, mean fewer stakeholders are receiving the University-related information for which they are searching.

Accordingly, the Marketing Department has the sole responsibility to review, with the respective academic department's assistance, and approve all University Website content including SEO. A third-party may write copy for park.edu to optimize for SEO. The copy will be submitted for approval to the appropriate academic departments before implementation. Once implemented, web content directors do not have permission to undo changes to SEO copy without approval from the Marketing Department.

Measurement.

Google Analytics has been embedded into all University Websites, so departments or offices wanting to track page views do not need to embed codes on their own. If an individual code is added, that code will not only show up in search results on park.edu in place of more important information to a web visitor, but it will also negatively affect the code already in place.



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Use of Social Media and New Technologies.

Participation in or maintenance of a University Social Media Site on behalf of the University, clearly state the goals. Before jumping into a discussion thread or respond to a posting, think about the implications. If there are any questions about whether it is appropriate to enter into a social media discussion or write about certain kinds of material as a University employee on behalf of the University, ask the appropriate supervisor before posting, or contact the Marketing Department.

Remember to uphold the University's mission and values in all online activities. If a University employee indicates on any personal social media accounts of their employment at the University, be mindful of what is posted on a University Website which may negatively affect the public's perception of the University's mission and values. For more information, please refer to the University's Social Media Use Guidelines for more information.

Accessibility.

Everyone with access to manipulate or change a University Website, must first be familiar with and ensure compliance with the ADA and other accessibility regulations before making such manipulations or changes.

Removal of Disruptive Materials.

Abuses that disrupt the system and threaten its long-term viability e.g., massive file size, multiple, disruptive popups, or scripts that degrade computer performance will be removed.

Training and Education.

Approved training must be completed before anyone is granted access to a University Website. It is the web content director's responsibility to remain up to date on changes to the workflow process and to complete additional training as needed.

The Marketing Department is responsible for making the initial training available, along with various support documents and training resources. The Marketing Department will provide ongoing training sessions. It is the trainee's responsibility to absorb the material, to practice what they learn in these sessions and to use the training and style documents that are provided as well as the other resources.

The Marketing Department will annually communicate the minimum training that existing web content directors will be expected to complete during that year. This will depend on the design and requirements of the specific University Website. Additional training may be required, depending on institutional developments, changes and/or needs, and will be communicated as soon as possible.

Externally Hosted Web Content.

This Policy does not cover University web content hosted by external service providers managed through university owned contracts e.g., advancing.park.edu, canvas.park.edu.

Copyright.

Due to copyright laws, images on park.edu and faculty.park.edu must be original content or considered public domain (free from copyright). Publishing an image that you do not own could result in personal legal action.



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Please also note that the University is obliged by law to actively monitor the use of its own copyrighted materials and to protect them as necessary from unauthorized use, even by members of the University's community, whether on University Websites or on official University Social Media Sites and accounts. Unauthorized use of University's logo, for example, on student or departmental projects, even for humorous purposes, may constitute a copyright violation (as well as a violation of other policies), particularly if such materials are made publicly available.

Compliance.

University Websites are the sole property of the University. While certain faculty and staff will have access to edit certain portions of this domain, and create and remove content, University Websites remain the University's property.

The official University branding is the only visual identity system adoptable for any University Website. The existing University logos and branding may not be altered. The University reserves the right to protect its materials and to revise or delete content housed on the University's resources.

Those that violate this Policy will receive email notification from the Marketing Department and the violating department/office must address the violations within 10 business days. If no attempt is made to address violations within this timeframe, the Marketing Department will notify the deans of the appropriate department and take the necessary action to address any content in violation of the University's policies.

Continued and egregious violations will incur penalties including removal of a webpage or other digital property from the park.edu server.

The Marketing Department will make every effort to work together with all faculty and staff to address violations and assist in any necessary updates.

Policy Updates.

The Marketing Department, along with the University's Executive Staff and the President, reserve the right to update this Policy and will notify all of any relevant changes that affect web content directors and/or users. Any suggested updates and/or may be reported to the University's Web Manager at webrequest@park.edu. A response will be given within three to five business days.

Consultation and Approval:

Unit/Group and Representative	Action	Date
The Marketing Department	Recommended	08/15/2017
The Marketing Department	Approved	09/27/2017
Enrollment and Student Services (Eric Blair)	Approved	10/18/2017
Website Committee	Reviewed	10/27/2017
ITS (Stephen Mercy and James Nelson)	Approved	10/31/2017
Dean's Council and Interim Provost	Approved	12/21/2017
Human Resources (Roger Dusing)	Reviewed	01/02/2018
Executive Staff	Reviewed	04/19/2018
Executive Staff	Approved	04/26/2018



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MATERIAL MODIFICATIONS
