• Governance Structure
  – Roles/Responsibilities/Permissions of each committee
• Governance Policies
• Guidelines/Compliance
  – Course Listings
  – Visual Content
  – Videos
  – Use of Social Media and New Technologies
  – Change Management
• Request/Appeal Process
• Quality Control/Workflow
• Training/Education
• Written Content/Messaging/Branding
• Mobile Applications
• Measurement
• Large Web Requests
• Content Management System
• Accessibility

• Other items to consider:
  What do we do for additional domains?
  How do we handle additional web sites/wordpress?
• *Items highlighted in yellow at to be created.*
Governance Structure

These have been established.

- **WAC** – Web Advisory Committee
  - Outlined in the Web Advisory Committee doc
- **WMT** – Web Management Team
  - Outlined in the Web Management Team doc
- **Special Work Groups** – when issues arise
  - Outlined in the Special Work Groups doc
- **Unit Specific** – Unit Leader, Content Owner, Content Contributor, Content Editor
  - Outlined in the Unit Specific Titles & Responsibilities doc
Governance Structure

Jack, Cathleen and Ceil to work on these

• What policies do we have?
  Advertising on the Georgia Regents University and Georgia Regents Health Websites
  (this is the only web site policy displaying in the policy web database – Section 10)
  Web Content Standards
  Web Content Guidelines
  Social Media Standards
• The Augusta University website is the sole property of Augusta University; while certain faculty and staff will have access to edit certain portions of the site, create new content, and remove old content, the site and all its sub-sites remain the property of the university.
• The Division of Communications and Marketing has access to all areas of the Augusta University website as well as management of the cloud base servers the site is on. The Marketing and Web Team are responsible for quality control of the site and it’s content. They can edit/alter content as needed for clarity, grammar, spelling, usage, and style, as well as to conform with university naming conventions and branding. The university reserves the right to revise or delete content housed either on university or external resources that does not meet acceptable use guidelines or standards as outline in those documents.
• The website provides a platform to showcase the university’s best qualities and project a positive image to the world. With more than 340 web editors managing portions of the site, guidelines that encourage clarity, accuracy, and consistency are essential to protecting the university’s online image.

• Communications & Marketing Policy needed.
Guidelines/Compliance

- Outlined in the [Web Content Guide 5-2016 pdf](#)
- Course Listings
  - The only course description which can appear on the university Degrees & Programs webpage is the Registrar’s Office description. Web editors should link to the course as it appears on the course catalog page. Editors cannot post a link to a Word document or a PDF that includes the department’s own course description. The Web Team reserves the right to take down such links.
  - *Sybili – How does this apply to Sybili listings?*
- Visual Content
  - The photographic images used on the website should inspire prospective students and faculty to make a connection with the people and activities depicted and they should make alumni feel proud of their connection with Augusta University.
  - When posting photos, use primarily documentary-style photography that captures the authentic and vibrant interactions among students and students and faculty.
  - It is important to show a range of genders, ethnic backgrounds, races, ages, etc.
  - The Web Team will work with Marketing, Creative Services and web editors to select photos for their sites.
  - Part of the strategic plan when it comes to the website is to ensure that there is a uniform, professional look to all faculty and staff photos. Phil Jones, the university photographer, can be notified to schedule time to take professional photos.
  - As a public university, it is critical to make our site accessible to all users. When adding photos, you need to include “Alt Text” so that those who are visually impaired and using text browsers will know what the photo or illustration looks like.
- Videos
  - Videos are an important component to telling the Augusta University story, and like other materials that tell our story (brochures, handbooks, web pages, etc.) they need to adhere to the university brand standards and be consistent in style, tone and message.
– Videos embedded on the web site are housed in a YouTube account assigned to the Web Team.
– If you would like a video embedded on a university web page please contact the Web Team at webcontent@augusta.edu.

• Social Media & New Technologies
  – Social Media sites and responsibilities are posted on the Web web pages with links to our directory of social media sites, analytic reports regarding the social media sites, guidelines and links to download university selected photography and icons.
  – Augusta University Social Media Policy
  – Augusta University Social Media Guidelines
  – Augusta University Social Media Worksheet

• Change Management
  – All changes of major nature are to be reported to the Web Team. (folder name changes, department name changes, etc.)
  – Appropriate change management and communications with the hosting provider will be followed.
  – The Web Team will post all major planned events and notify all OU Campus web users.

• About augusta.edu web site page with compliance statement needs to be created.

• Department contact info needs to have the web editor info.
Request for Exception/Appeal Process

• Need a process created
  – Request needs to be documented & reviewed by WAC/Marketing
Quality Control/Workflow

- Web Unit Leaders/Editors are responsible for determining their own internal workflow.
- Always have a second person review the webpage content before you publish. Make sure the spelling in the body text is correct.
- If blatant mistakes or errors appear on a page, the Web Team will correct the page and contact the Unit Leader/Editor responsible to advise them to take more care when making or reviewing content changes.
- All pages within the site will be tracked in Site Improve, an application that shows up broken links, misspellings and page out of compliance. Unit Leaders/Editors are responsible for reviewing the Site Improve report weekly and making any necessary corrections to their pages.
- *Education Associate Deans on web content and how it is maintained.*

  Reports should include: section-school-department, number of pages, users, and analytics

- *Design is secondary*
Training/Education

- The Web Team will train new users on how to edit and maintain their pages within OU Campus, our Content Management System.
- The training sessions will be classified as beginner, intermediate and advanced and offered on a monthly schedule depending on the number of requests for training.
- The Web Team will maintain pages on the web site for users to access helpful hints and instructions on how to do basic changes to a web page. [http://www.augusta.edu/dcm/web/](http://www.augusta.edu/dcm/web/)

  - **Standards: Testing to certify users, Beginner and Intermediate.**
  - **Create levels of access in OU Campus based on user’s ability.**
  - **Classes to instruct web users on how to best utilize Site Improve.**
  - **Schedule Lab Workshops (focus groups) twice a year. These will be hands on labs where users can ask questions and get individual assistance with web issues.**
Written Content/Messaging/Branding

- The university’s new site embraces a writing style that engages our readers in a conversation. We want to speak directly to them, answer their questions, and give them information as concisely and clearly as possible.
- Web visitors are task oriented: they skim and scan pages, getting just enough information to get to their destination. Subheadings and bulleted and numbered lists are tools to help achieve this goal.
- Brand Guidelines are available on the web site.
- Web Standards, Web Content Guidelines and Social Media Standards and Web Content Tips are all available on the Web Team web site
- The website pages will be reviewed yearly to ensure that the content is current and has been updated on a regular basis. Pages that do not meet the requirements will need to be edited or are subject to being deleted.
- The Medical College of Georgia is the largest sub-site and may need a separate document of rules and guidelines.

*TOP SITES SHOULD ATTRACTION STUDENTS.*
Mobile Applications

- Colleges, departments, and centers should contact the Web Team prior to launching mobile applications to ensure the applications follow Augusta University branding standards
Measurement

- Google Analytics has been embedded on all pages within the Augusta University web site.
- Departments wanting to track their page views have access to the analytics web page maintained by the Web Team. Links to analytics sites available on [http://www.augusta.edu/dcm/web/analytics.php](http://www.augusta.edu/dcm/web/analytics.php) (Major Units)
- Site Improve analytics is now available. Major landing pages will be added to the Site Improve analytics site.

  - Need description on what is the difference in usage and visitors on pages and sites.
  - Reports on pages and how long visitors are on a page needed.
  - 5 Point checklist on content with suggestions on How to Reduce pages.
  - Summerville College sites – What pages hurt and what pages help?
Large Web Requests

• College sites and large departments may have requests that affect more pages and links than just those within their site. These requests should be sent to the Web Team to review and access.
• Web Work Request for new sites need to be submitted as soon as a department knows that a new site is needed. Most new sites require at least two weeks-notice or longer depending on the size of the site.
• The Web Work Request should include a site outline and any content and/or images that are available. The web team will need one person to be the main contact for new web site requests.
Content Management System

• All content will be held and propagated to the site using the approved CMS OU Campus. No other software product may be used.
• Additional sites, upon approval, may be linked to when appropriate.
• All content editors are expected to ensure all “links” are live, tested, and appropriately implemented.
Accessibility

- All web editors should familiarize themselves and follow the Web Content Accessibility Guidelines in the Wikipedia. These define how to make web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.
  - **Principle 1: Perceivable**
    Information and user interface components must be presentable to users in ways they can perceive.
  - **Principle 2: Operable**
    User interface components and navigation must be operable.
  - **Principle 3: Understandable**
    Information and the operation of user interface must be understandable.
  - **Principle 4: Robust**
    Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.
- The Web Team will run all site pages through a W3C compliant validation.
- Currently we are striving for AA level of compliancy. All web content needs to be reviewed for a “AA” level of compliancy.