

Siena College Web Governance

Web Governance:

- Roles & Responsibilities
- Guidelines
- Procedures

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GOVERNANCE ROLES AND RESPONSIBILITIES

GOVERNANCE OF INFORMATION TECHNOLOGY COMMITTEE (GIT)

The GIT Committee is responsible for technology concerns related to:

- Establishing and articulating institutional strategy and direction.
- Reviewing and approving strategic and operational plans.
- Establishing priorities.
- Reviewing and approving proposed policies.
- Developing budget alternatives for the institution.
- Overseeing information security.

WEB ADVISORY COMMITTEE (WAC)

The Web Advisory Committee is the Owner of the Siena homepage.

The Web Advisory Committee is responsible for:

- Providing the process that will move Siena College toward independence in web management.
- Developing and assisting with the enforcement of Web guidelines, policies and procedures.
- Overseeing the Web site design and function.
- Facilitating Web Site Change Review proceedings.
- Developing need and vision statements.
- Recommending and prioritizing tactical deployment.
- Making recommendations to the GIT Committee.

ASSOCIATE DIRECTOR OF WEB MARKETING

The Associate Director of Web Marketing is responsible for:

- Ensuring a consistent look and feel throughout the Web site
- Ensuring logical and consistent navigation throughout the Web site
- Providing guidance and recommendations to the Web Advisory Committee

- Overseeing Content Managers in maintaining “official” Web pages
- Coordinating Web marketing campaigns across the College
- Managing cross-departmental changes to the Web site
- Monitoring compliance with these guidelines, policies and procedures

CONTENT OWNERS

Comprised of Vice Presidents and Academic Deans, Content Owners are responsible for:

- Assigning Content Managers within their area of responsibility
- Enforcing the guidelines, policies and procedures set forth by this document
- Collaborating with SCIM, WAC, and specific project teams established by the WAC
- May designate Content Managers to secure content as deemed appropriate

CONTENT MANAGERS

A Content Manager, such as a department head and/or administrator, is responsible for:

- Creating, maintaining and/or publishing content on “official” Web pages consistent with the Web Style Guidelines
- Adhering to the guidelines, policies and procedures set forth by this document
- Collaborating with SCIM, WAC, and specific project teams established by the WAC

CONTENT EDITORS

- Creating and/or maintaining content on “official” Web pages
- Adhering to the guidelines, policies and procedures set forth by this document
- Collaborating with SCIM, WAC, and specific project teams established by the WAC

ITS WEB OPERATIONS

The ITS Web Operations team is responsible for:

- Granting access to the Web management tools (such as SBT, etc.)
- Administering the Web Systems (such as MS IIS, Apache Tomcat, etc.)
- Administering the Web and DB Servers (such as MS Server 2003, 2008, Linux, MS SQL Server, etc.)
- Monitoring the health, usage, stability, and security of the Web site
- Providing guidance and recommendations to the GIT Committee and the Web Advisory Committee
- Collecting and reporting data to the SCIM in support of verifying compliance with these guidelines, policies and procedures

WEB GUIDELINES

All Content Managers assigned to the Web site are bound by the College's Computing Usage Policy. In addition, the following Web-specific guidelines apply:

WEB CONTENT ADMINISTRATION

Each instructional department, administrative department and recognized student organization may publish to the institutional Web site. The Content Owner is responsible for designating one or more individuals as a Content Manager for a specific area of the Web site. Content Managers are granted publishing permissions by the Web Systems Administrator or by ITS based on the Content Owner's written authorization.

These Web Guidelines may be amended or put into effect by means of the established governance structure. Suggested measures are 1) discussed by the

Web Advisory Committee and 2) recommended to and finalized by the President's Cabinet.

OFFICIAL PAGES VS. UNOFFICIAL PAGES

OFFICIAL PAGES

Official pages are those Pages created and/or maintained on behalf of instructional departments, administrative departments and recognized student organizations of the College. Further, Official Pages:

- Must be consistent with the mission, goals and objectives of institution.
- Must conform to the guidelines defined within this document.
- Must conform to the image/branding efforts of the institution as set forth in the College's Web Style Guidelines.

UNOFFICIAL PAGES

Unofficial pages are those pages created by individuals to chronicle personal or professional pursuits or interests, as in the case of faculty and staff pages. Additionally, Unofficial pages:

- While respecting academic freedom, unofficial pages should not be in conflict with the mission, goals, or objectives of the institution.
- Should feature a text link to the institution's homepage within the footer region.
- Are not bound to conform to the standards set forth in the College's Web Style Guidelines; however, the guidelines set forth in this document do apply to unofficial pages unless expressly stated otherwise.
- May not use the institution's logo, marks or mascot or in any way imply that the page is an official document sanctioned by the institution.

NOTE: If a security threat is perceived to be the result of an unofficial page for any reason ITS reserves the right to take down the page.

CONTENT MANAGERS

Content Managers are responsible for:

- Maintaining the relevance and accuracy of their content.
- Ensuring that their web content is current.
- Responding to Web user inquiries about their content.

Content Managers are prohibited from:

- Adding content to official pages that endorses or otherwise promotes an outside entity.
- Divulging their login and password to any individual for any reason, including their supervisory chain of command.

MULTIMEDIA ELEMENTS

With a plethora of technologies, web designers are required to adhere to the Web Style Guidelines.

CONTENT DISPUTES

The institution's offices of SCIM and ITS are responsible for assisting with the enforcement of Web guidelines and may, at their discretion, recommend the editing or removal of material or the suspension of a Page Owner's access. In such instances, a written (e - mail) notice will be sent to the WAC chair from a representative of SCIM or ITS. The institution's Web Advisory Committee may, at their discretion, enforce the Web guidelines by informing the Web Systems Administrator to edit or remove the material in question, or suspend a Content Owner's and/or Content Manager's access to the Web system. In such instances, a written (e - mail) notice will be sent by the WAC chair to ITS, the Content Owner, and the Content Manager's College e - mail address. Disputes will be resolved by the WAC.

DISCLAIMERS AND PRIVACY

Unofficial pages must include the following disclaimer: “The page you are viewing is not sanctioned by Siena College.” This will appear on the template provided.

The College will not be held responsible for the content of personal Web pages. Personal Web pages shall not imply that they are representing or speaking on behalf of the College or any part of the College without prior written authorization from the WAC to do so.

The College does not actively monitor Web page content; however, it reserves the right to remove a Web page from any institutional server found to be in violation of federal, state or local law, or any institutional regulation, policy, or procedure.

WEB HOSTING

The institution will not host a Web page/site for any external organization unless exception is made in writing by the Web Advisory Committee. In that case, after a review by the WAC, the WAC chair will send a written recommendation to the CIO.

MISUSE

Web pages cannot be used to single out individuals or groups for degradation or harassment in violation of Federal or State laws. Web pages cannot be used to engage in any illegal activity.

Consult the Computing Usage Policy for more information.

ACCESSIBILITY (SECTION 508 COMPLIANCE)

Section 508 of the Disabilities Act requires that federal agencies or agencies receiving federal funds have electronic and information technology that is accessible to people

with disabilities. Web accessibility addresses the needs of people with visual, auditory, physical, speech, cognitive, or neurological disabilities, which may affect their interaction with the Web. These measures should be taken where appropriate:

- Images/buttons should contain alt text to convey their function to screen reader programs (which read pages for blind or visually impaired persons).
- Avoid using frames to control your layout (not easily understood by screen readers).
- Do not rely on colors to convey information (ex. Select the text highlighted in red).
- Text and background should have a strong contrast.
- Refrain from blinking or scrolling text (epileptic seizures can be caused by blinking text; scrolling text can freeze screen readers).
- Audio/video should be accompanied by captions and/or transcriptions if possible.
- Designate headings on Web pages.
- Keep table data simple and understandable as if it were to be read line - by - line.
- Use intuitive text for hyperlinks (avoid “click here”).
- Refrain from centering paragraph text. Centering should only be considered for headings (and used judiciously at that).
- The use of animation (including Flash) should be limited. If vital information is conveyed within an animated element the same information should be available online in text format as well.

TEMPLATES

Web page templates will be provided to help the users create an effective page for their department or organization.

INTRANET

The institution reserves the right to designate certain content to be for internal use only. This type of information must be published to protected areas within the institution's intranet to prevent it being accessed by the general public. Recommendation on what content is more appropriate for intranet should come from the WAC.

COPYRIGHT MATERIAL

Content Managers cannot include material that is owned by another on their Web site without the express written consent of the original author. You should assume that materials you find on the Web are copyrighted unless a disclaimer or waiver is expressly stated. If you include something from another Web page you must link to it rather than copy it.

CONTENT MANAGEMENT PROCEDURES**REQUESTING A PAGE***OFFICIAL PAGE*

The Content Owner should contact ITS using their institutional e-mail account to request a page and designate a Content Manager(s) for that page. ITS will contact the Content Manager with the date and location of any training that may be warranted. Access will be granted after the Content Manager has completed the appropriate training.

UNOFFICIAL PAGE

Those individuals who are eligible for personal pages should contact ITS for further instruction. Maximum amount of server storage will be defined by the GIT Committee.

SITE MAINTENANCE REQUIREMENTS

Content Managers are expected to adhere to the following minimum maintenance procedures:

- Review Web pages and the related navigation links at least once a month to ensure they are functional, accurate and up-to-date.
- Only pages that are ready for the public should be published. Do not use apologies or teasers such as "under construction" or "coming soon."
- Provide contact information for someone capable of replying to questions in a timely fashion. Ideally, the institutional e-mail address on an official page should be a department alias, such as admission@institution.edu, so that the address may remain the same despite any staffing changes.
- Keep Web pages free of spelling and grammatical errors. Use the Content Management System's spell check feature before publishing. Consult with SCIM regarding naming and spelling conventions for the sake of consistency throughout Siena College.
- Use appropriate naming conventions when creating pages, titles, and filenames. Do not include spaces or special characters (< > () [] { } ; : ? ! # & % + * = @ ~ ^ \$ / _ ").
- Do not use gimmicky features like "hit" counters or "welcome to my page" messages. Get straight to the point and be succinct.

PROMOTION ON THE HOME PAGE

To request that a particular piece of information be included within the NEWS or EVENTS sections of the home page, contact SCIM.

REQUESTING A DIFFERENT IMAGE FOR THE HEADER REGION

Content Managers using the Content Management System will not have access to edit the header section. Web site redesigns considerations should be brought to the attention of SCIM and presented to the Web Advisory Committee.

EXPIRED CONTENT

Content Managers are asked to remove their department or organization's expired content (such as old versions of PDF files which will never be used again) for the sake of server space. Please be sure that all links to the expired file are removed first (before file deletion) to avoid "page not found" messages to your users.

Please direct questions regarding the institution's
Web Governance, Guidelines, and Procedures to SCIM.