University Policy XXXX (assigned by Policy Office)

Web Governance

Effective Date

12/01/2021

Last Revision Date

12/01/2021

Responsible Party

– Fort Smith's web presence, ensuring proper training and an appropriate focus on privacy, accessibility and other core site requirements.

2. Policy Statement

All University of Arkansas – Fort Smith web initiatives are guided by these three principles:

- Our visitors come first
  - o All of our work, from content to design to allocation of resources is created with the needs of our audiences in mind.
- We are consistent with the brand
  - o The University of Arkansas – Fort Smith brand is our reputation and should be reflected in our website's structure, language, visuals and calls to action.
- Our site is always improving
  - o A website is not a finished product. We are committed to continues improvement, using data-based analysis and experimentation to better meet user – and university goals.

3. Definitions

Not applicable

4.

To ensure site security and a positive brand experience, all external links are subject to the

- Office of the Vice Chancellor for Finance and Administration (1 member)

Responsibilities/Charge:

- Create transparency and collaboration with regard to digital initiatives
- Meet once per semester
- Responsible for proposing ideas, requests, problems and concerns to Marketing & Communications throughout the year, including:
    - Recommending directions and subject areas for training and support
    - Proposing global changes to taxonomy, structure, branding, look and feel, navigation, styling etc.
    - Exploring effectiveness, content, standards and policies for technology and editorial components

4.1.3. Information Technology

Information Technology acts as the caretaker for the web-server operations of the intranet CMS (My.uafs.edu), providing server setup, maintenance and troubleshooting. Responsible for the installation of the core intranet CMS software and databases, they also identify and implement server-optimization opportunities and are charged with server-level security. IT sets up, manages, and maintains testing, development and production server environments for My.uafs.edu.

4.1.4. Deans, Directors, and Vice Chancellors

Responsible for:

1. Guiding the overall strategic direction of their departments' positioning and messaging
2. Identifying a primary and secondary editor for their department
3. Creating original marketing and supporting content and/or collaborating with the primary editor or a designated content creator to do so
4. Requesting permission changes for editors (both granting and terminating access)
5. Ensuring editors complete and remain up-to-date with approved CMS/ADA web compliance training

4.1.5. Primary Content Editor

Primary Content editors are responsible for the day-to-day maintenance of their assigned websites. Their responsibilities are:

1. Ensuring all content, including text, photo, videos, and PDFs, whether posted by themselves or with the assistance of other editors, is in accordance with the governance guidelines and ADA compliance/web accessibility.
2. Editing/updating existing pages and posting news and events updates at the direction of, or in collaboration with, the department chair.

5.1 Training & Education

Approved CMS training must be completed before anyone is granted access to a University of Arkansas – Fort Smith website. It is the editor's responsibility to remain up to date on changes to the Approved CMS workflow process and to complete additional training as needed.

Marketing & Communications is responsible for leading the initial training that existing editors will be expected to complete. This may be unique to the requirements of the respective site. Ongoing training will be required at the discretion of Marketing and Communications.

Each year, Marketing & Communications will communicate the minimum training that existing editors will be expected to complete. This may be unique to the requirements of the respective specific site. Ongoing training wil

Content editors for the individual departments, offices and centers are responsible for all other photos on their pages. Editors should follow the guidelines set forth in the brand manual, as well as keep photos at 1 MB to allow for quicker page load times.

5.5.2. Faculty/Staff Photos

University Marketing and Communications will provide faculty and staff members with an up-to-date university-produced head shot upon request. This professional headshot will be uploaded to the UAFS website by University Marketing and Communications. Faculty and staff members who desire an updated head shot should contact University Marketing and Communication to schedule a time for their photography.

5.5.3. Social Media

Where applicable, departments and organizations may link to their university-specific social media channels, so long as they are in active compliance with the university social media policy.

The homepage of the website offers the only embedded social feed, linking to the university's general channel managed by Marketing & Communications. Additional embedded social media feeds throughout the sites are not supported.

All social media platforms referenced on the website must adhere to the university social media policy. Non-compliant social channels will be removed entirely or replaced with references to the general university channels.

5.5.4. PDFs

Page owners and content editors wishing to upload pdfs to the website can submit a request to University Marketing and Communications through the ServiceNow project portal. Please attach the desired pdf within the request. University Marketing and Communication will scan the pdf to ensure it meets current accessibility standards prior to upload. The following pdf items will not be uploaded:

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- Documents with multiple columns, figures, or illustrations
- Documents longer than 20 pages

PDFs on the website must be accessible documents; non-accessible PDFs will be removed. Marketing and Communication offers consulting services for making documents accessible and has final authority regarding appropriate document formats.

5.6 Web Help/Support and Emergencies

Requests for general assistance for your site must be submitted through the current project management platform. Please allow one to two business days for a response, and at least five business days for turnaround. Any requests submitted directly to a member of the Marketing & Communications team will be directed to the project management request form.

5.6.1. Emergency Requests

In the case of a web emergency (e.g., the site is down or a prominent page on the site is producing a 404 error), please send an email to Marketing@uafs.edu.

For all other urgent requests, please submit a support ticket through the web request form. Requests due to operational issues such as lack of approved CMS training, failure to plan for employee turnover or lack of a backup primary/content editor do not constitute an emergency and will be process accordingly.

5.6.2. Major Projects/Initiatives

Major projects, such as site redesigns, significant content changes, and new site launches must be completed in partnership with Marketing & Communications. Your request will be reviewed by the Marketing & Communications leadership team according to department and strategic priorities. To initiate major projects, please submit a request through the current project management platform.

5.6.3. Course Listings

To comply with official accreditation rules and regulations, all official course listings should be pulled directly from Banner through a feed maintained by the Registrar's Office and accessed by Marketing & Communications. Generally, these course listings are found in the University Catalog. If a site is found to have descriptions that do not come from Banner, Marketing & Communications will contact and work with the content owner to ensure that all accreditation rules and regulations are met. Similarly, all academic programs – majors, graduate programs, minors and certificates – will reflect the official listing in the UAFS catalog.

6.1.3 Access Information Collected

The university, while reserving its right to monitor communications via university websites for legal, policy or business reasons, including security and functionality, will not monitor the content of communications as a matter of normal business practice. However, the fact that communication occurred (such as when a user visits a university website or utilizes university websites to search for information or submit a form), may be routinely logged as a normal business practice.

Common information logged includes, but is not limited to:

- the IP address of the user's computer
- the date and time a user's computer accessed our site
- the IP address and URL of a referring website
- the page the user requested from the university's site
- the information that a user's Web browser software sends, which typically identifies the browser software and may also indicate the operating system and type of CPU used in the user's computer
- in the case of email, the sender and recipient's email address

6.1.4 Google Analytics

Some university websites use Google Analytics, a Web analytics service provided by Google, Inc., to collect information such as URLs, internet domain and host names, browser software, date and time site visited, etc.

6.1.5. Voluntary Information

Services are provided through university websites via forms (e.g., admissions, financial aid requests, job applications), surveys, etc., where individuals are required to enter personal information in order to process the request, such as name, physical and email addresses, phone numbers, and financial data. If information requested is not entered, the services and/or requests cannot be accomplished online.

6.2 How Personal Data is Used

As a general rule, the university does not track individual visitor profiles. This data is used to analyze aggregate traffic/access information for resource management, site planning, advertising and marketing.

When personally identifiable information is entered through university websites, typically the information requested and collected is only used to provide the information or services sought by the requester, just as a person might provide such information when visiting a university office in person or submitting the information via paper, for example, an application for admission.

However, the university may also use any information gathered through university websites or

6.2.4. Disclosure of Data Collected

The university is required to comply with the Arkansas Freedom of Information Act (FOIA) (Ark. Code Ann. § 25-19-101 et seq.) and may be required to disclosure records maintained in the daily operations of the university unless such records are exempt from disclosure under federal or state law. Therefore, some data collected through university websites may be subject to disclosure upon receipt of a valid FOIA request.

Additionally, at times, the university may be legally required to disclose information collected through university websites in response to a valid subpoena or court order or to comply with a legally permitted inquiry by a governmental agency. Subject to governing law and other applicable university policies, the university reserves the right to disclose information collected on its websites to government authorities in concert with university.12 0 Td( )Tj.nF-1.1 (me).1 (r)-3 (2 0 Td i)-2 (n)-1 (c)1ns

In the case of a security violation, the editor who shared a password will have access revoked and the person who used the password will not be granted access.

Marketing & Communications will make every effort to work with primary editors to address violations and assist in any necessary website updates.

6.3 Policy Updates

Marketing & Communications reserves the right to update the governance policy and will notify editors of relevant changes that affect them.

6.4 Approval Work Flow
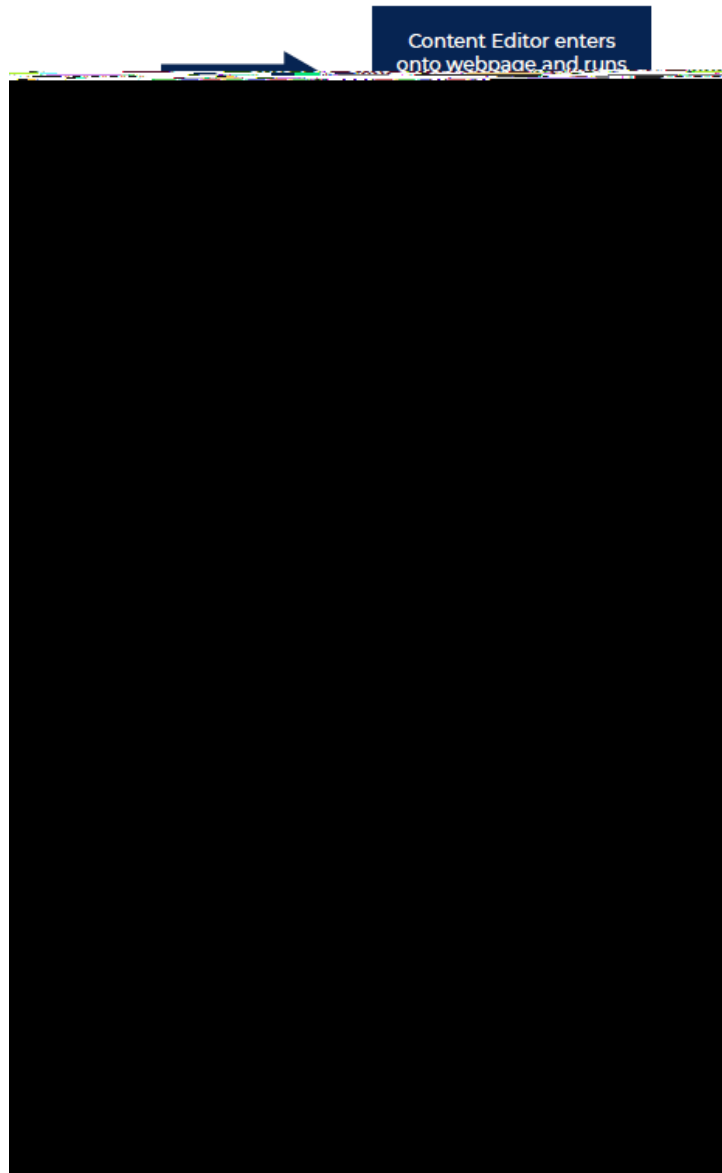
Last Review Date

10/20/2021.

Revision History