PROCEDURES MEMORANDUM

TO: MCC Staff

FROM: Office of the President

SUBJECT: Web Governance and Content Management Policy

DATE: February 2, 2018

PURPOSE: To empower the publishing of accurate, consistent and accessible digital content that supports the College's mission and its brand.

SCOPE: This applies to faculty, administration, intern and part-time temporary student employees as well as external vendors who produce and manage digital content or properties linked to or housed within the College's external-facing site – mccneb.edu

Metropolitan Community College's websites and mobile applications (DIGITAL PROPERTIES) are public-facing communication channels through which users interact with and receive information about the College. To best highlight MCC as an innovative and enterprising educational institution, the College's website pages and the information, images, links they contain and refer to (DIGITAL CONTENT) must be consistent, using a single visual identity, tone and voice that is continually and purposefully reinforced.

Consistency allows MCC to visually link and present its many offerings creating a seamless user experience regardless of the digital property accessed.

1. Foundational principles and accessibility

   A. College digital properties must be accessible.

      1) Official MCC digital properties must follow current legal guidelines and accessibility best practices, at both national and state levels. In compliance with Section 504 of the Rehabilitation Act, the Americans with Disabilities Act, and college non-discrimination policies, all MCC digital content and properties to the extent feasible, must be made accessible to all users, including people with disabilities.

      2) Presentation of digital content should be optimized for reasonable use on mobile devices, current Internet browser software, and a range of Internet connectivity speeds.

B. College digital properties must be secure.

  1) Official MCC digital properties must meet or exceed the standard and best practices for system security, secure transactions, and protection of personal data and identity.

C. College digital properties must use a user-centric approach.

  1) MCC's digital presence is a natural extension of MCC's commitment to student-centeredness. Adapting to MCC's various digital audiences helps to make sites approachable and easy to use, and strengthens the messages conveyed by site content. Primary audiences at MCC include prospective students, current students, alumni, current and prospective faculty and staff, communities across the College's four-county service area, donors, and the academic community.

  2) The information architecture for MCC's digital properties will be based on primary audience needs rather than on the College's internal organizational chart, processes or internal nomenclature. College digital properties should enable visitors to find desired information and complete intended transactions quickly and in an intuitive manner.

  3) To best serve all audiences, user-centered design principles should be implemented in tandem with usability testing and applied measurement.

D. College digital properties must be brand compliant and consistent.

  1) Consistency is the most important factor in ease of navigation and use driving a positive user experience across all properties.

  2) Official MCC digital properties must conform to College standards for communication and branding. Digital brand guidelines are published by and can be obtained from the Office of Marketing, Brand and Communication.

2. Governance, management and support

Governance for digital properties and content at MCC will be led by:

> **Web Governance Committee** – comprised of senior leadership from the Office of the President; Office of Marketing, Brand and Communication; Academic Affairs; Strategic Initiatives; Disability Support Services; Organizational Development; Administrative Services; Administrative Computing; Instructional Design Services; and Enrollment Services.

Management and support of digital properties and content at MCC will be led by:
  A. **Marketing Insights and Analytics Team**

 B. **IT Web Development Team**

3. Submitting Feedback

All College employees are encouraged to submit feedback regarding online properties and content. Suggestions, additions and maintenance requests can be submitted online using the Online Content Request Form found on MCC's Intranet Forms Bank. The Marketing Insights and Analytics Team is responsible for evaluating and prioritizing these requests and providing a response, resolution or alternative workaround upon receipt (generally within 48 hours).

4. The MCC Digital Community – roles and responsibilities

Production and management of digital content on the College's external website (mccneb.edu) is a shared responsibility enabled by the MCC Digital Community. This community is comprised of the following groups (Figure 1, MCC Digital Community functional chart):

A. **Marketing Insights and Analytics Team** - holds ultimate responsibility for the College's digital presence and properties. Reviews and approves content ensuring compliance with MCC brand, usability and accessibility standards.

B. **Information Technology Web Development Team** – enables technical aspects of the Content Management System software, uptime and maintenance.

C. **Content Management System (CMS) User Group** – MCC faculty members, MCC administration employees, and students (interns and part time temporary employees) who create and submit content for their respective departments and/or areas. Individuals in this group have varying levels of access credentials into the College's Content Management System platforms for online publishing (Kintico) and ADA/UDL compliance (Siteimprove).

Figure 1, MCC Digital Community functional chart (Appendix A)
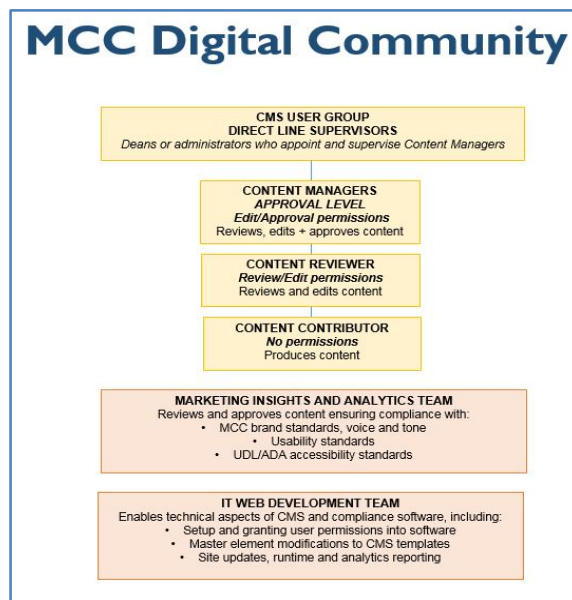
Direct Line Supervisors (Deans, department heads) are ultimately responsible for their department's digital presence. Direct Line Supervisors should designate a primary as well as a secondary Content Manager for their department. The Marketing Insights and Analytics Team will work with supervisors to ensure an appropriate Content Manager has been designated.

In appointing Content Managers, Direct Line Supervisors should look for the following aptitude and skill sets in candidates:

- Professional, engaged and caring individuals who are committed to helping enforce lawful accessibility.
- Willingness to learn and remain compliant.
- Openness to integrate the principles of universal design and accessibility into digital content.
- Ability to apply problem solving and critical thinking skills to their role and work.
- Knowledge of and experience working with Internet browser software.
- Working knowledge of Microsoft Word or similar word processing software.
- Basic proofreading skills.
- Basic HTML coding skills are preferred, but not required.

All Content Managers must attend CMS and Siteimprove start-up and continuing training. Web managers must participate in all Web user group meetings as well as any future training provided by the Marketing Insights and Analytics Team or Web Development Team.

5. Content production policy for CMS User Group members

MCC's digital properties are important tools for promotion and provide an effective method for sharing information about programs, services and courses. It is important that information on MCC's digital properties is current, accurate, easy to find and fully accessible. Content should complement other efforts to sustain and reinforce the College's identity or image. Consistent layout and design, navigation, writing style and tone help to build a positive image of the College. The following policy applies to the College's external website (mccneb.edu) and all digital properties linked to it.

A. MCC shall employ a single web Content Management System (CMS) to update its official digital properties.

B. All digital content representing the College must conform to the College's approved brand standards to ensure consistency. The Office of Marketing, Brand and Communication is responsible for upholding the brand in the overall design, the consistency of imagery, and the voice reflected throughout MCC's digital presence. The Marketing Insights and Analytics Team is empowered to instruct departments to change items that don't conform to brand standards and this web governance policy (please see Section 6: Noncompliance for details.)

C. Major design elements that impact the brand will be locked within the CMS to prevent accidental alteration. Any changes to these elements should be approved by the Marketing Insights and Analytics Team prior to development.

D. All digital content will be kept current, reviewed every 90 days and managed using a common archival process.

E. Members of the CMS User Group are responsible for content maintenance, accessibility and accuracy of information presented.

   1) CMS User Group members must create and publish content within the understood CMS workflow. Creation of content outside of this documented process is considered against policy.

   2) Requests for page additions are routed to the Website Executive Committee for review within 30 business days.

   3) Content Managers will review their content, make any needed changes, approve and move the content forward for final review and publishing. This action will serve to notify the Marketing Insights and Analytics Team that the site has been updated and/or reviewed.

F. Marketing Insights and Analytics Team members may perform ad hoc audits on College digital properties and any content found to be outdated, inaccessible or inaccurate may be unpublished until the content is made compliant.

G. Any pages featured within the external College website's (mccneb.edu) navigation structure must use approved templates, navigation, layout and design as described within the Digital Brand Guidelines document, which can be obtained from the Office of Marketing, Brand and Communication.

H. All College logo use must comply with *Guidelines for College Logo Use Procedures Memorandum X-22*.

I. Only licensed software, including text and graphic editors, can be used to create web properties. For more information on what software is provided and/or supported by the College, refer to MCC's *Acceptable Use of Information Technology and Resources Procedures Memorandum X-15*.

J. Information providers must comply with all local, state and federal laws, including © Copyright and ™ Trademark protections, and comply with all MCC policies and guidelines.

K. The following federal guidelines must be followed for the College to preserve student confidentiality on digital properties. Refer to *Student Rights (Buckley/FERPA Amendment) Procedures Memorandum V-1*.

1) Do not display student scores or grades publicly in association with names, Social Security numbers, ID numbers or even the last four digits of the social security number or other personal identifiers. This includes attendance sheets.

2) If scores or grades are posted, use some code or random numbers known only to you and the individual student.

L. No direct advertising or solicitation that is intended to render financial gain to the individual or related parties will be allowed on a College digital property without the prior approval of the President or a designee.

M. All CMS User Group members are required to review and update all content on all digital properties they manage at least once per year. Outdated, redundant or obsolete content must be removed promptly.

N. If specific content has unusually low traffic, usability tests and/or consulting with the Marketing Insights and Analytics Team can determine the best course of action, which will be contingent upon whether low traffic is due to:

1) A usability or accessibility problem, and structure or navigation changes should be considered.

2) Content being unnecessary or not useful, and the content should be reworked or removed.

3) Content being difficult to find by search engines, and optimization, metadata or page mark-up work may be needed.

6. Noncompliance and process to restore

In order to present a consistent MCC brand to primary audiences in the digital space, the guidelines and procedures outlined in this document must be followed. Access to templates and to a seat as a CMS User Group member is dependent upon reading and agreeing to the terms of this policy.

Noncompliant CMS User Group members will receive guidance from the Marketing Insights and Analytics Team. If compliance remains an issue, the Website Executive Committee may appoint a staff member to complete tasks including, but not limited to: removing obsolete, incorrect or non-compliant, inaccessible content.

The Marketing Insights and Analytics Team may grant exceptions to these policies if appropriate.

Adopted 3/12/04; revised 2/23/07; reviewed but no changes 2/12/08; revised 7/22/09; revised 8/19/14; 2/2/18