



POLICY STATEMENT
Website Policy Statement
SU Policy Number: 501-001.0

ORIGINATING OFFICE

Office of Communications and Marketing

PURPOSE

To develop and maintain a robust content strategy for all of the information housed on the official ship.edu website to ensure that ship.edu serves all constituents in the creation, deletion, reorganization, archiving and publication of useful content. This strategy helps to ensure internal and external users have easy access to useful, engaging, relevant and timely information on ship.edu.

This document explains the policy and procedure governing formatting, creation, deletion, archiving, editing and updating of content housed on ship.edu. Compliance with this policy will ensure that Shippensburg University's web pages best serve the university as the most widely used access point for contact with customers (parents, prospective students, employees, etc.) while meeting accessibility needs of all populations. Content will align with the current marketing strategy and campaigns as well as with web development and design best practices for User Experience and User Interface, using web analytics as a guide.

This policy provides the framework of responsibilities and accountabilities to govern information posted on ship.edu. Communications and Marketing maintains oversight and control of all ship.edu content and can make changes if parameters of this policy are not followed. All ship.edu pages must adhere to the requirements defined by this policy.

SCOPE

This policy applies to and governs all content on ship.edu, including departments, offices, programs, and special initiatives.

OBJECTIVE

To organize, streamline and enhance ship.edu to create an effective and strategic marketing and recruiting tool that is accessible to students (current and prospective),

alumni, families, workforce partners, friends, faculty, staff, and administrators of the university.

DEFINITIONS

Intranet – A private network accessible only to Shippensburg University accounts. It is an important point of internal communication and collaboration and provides a unified university starting point to access internal resources.

Content editors – Staff within the Office of Communications and Marketing and members of the Web Content Committee with approval by the Web Content Manager. IT staff, including the Web Developer, will serve as back up editors in the event OCM staff are unable to make edits.

Content contributors – Faculty and staff assigned as liaisons to Communications and Marketing. These individuals are tasked with the regular review of content and will propose edits to Communications and Marketing.

POLICY

Each department, office, or program manager will appoint a lead content contributor (must be a faculty or staff member) who is the liaison with University Communications and Marketing through the Web Content Manager. Content contributors do not have CMS access but must submit proposed edits and changes to the Web Content Manager for review and completion upon determination that content meets the goals and rules of the website.

Requirements for all Ship.edu pages:

1. Information must be university related and must be accurate
2. copyrighted material must have appropriate permissions
3. ADA compliance regulations must be met
4. All content must meet brand standards, voice and tone

RESPONSIBILITIES

The Office of Communications and Marketing is responsible for all content (copy, photography, graphics, and video, ADA compliance), navigation structure, as well as submitting design and development requests to the Office of Information Technology to assist OCM in meeting their strategic content goals.

The Office of Information Technology is responsible for all technical aspects of creating new templates, new blocks, changing navigation, addressing web development items including but not limited to mobile responsiveness, ADA compliance, site speed, hosting, installation of analytics and other third party plug-ins, troubleshooting technical issues and the maintenance of a development environment for future upgrades and redesign testing.

Department chairs, directors, and managers are responsible for ensuring their content is accurate and current.

The Human Resources department is responsible for notifying the Communications and Marketing Web team about changes in employee status so that references of employees on the ship.edu website can be updated and maintained appropriately.

PROCEDURES

1. Content contributors will review once a semester and submit any required updates to the Web Content Manager.
2. Updates and edit requests will be made five business days prior to required edit at a minimum. More time is preferred for larger projects.
3. Edits will be submitted to the Web Content Manager.
4. The Web Content Manager will review proposed edits and determine how they are applied to ship.edu.
5. Director of Communications and Marketing will review edits for reconsideration that are submitted and denied by request by the submitting department.

RESCISSION

APPROVALS

Executive Management Team

FILENAME:

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DATE: 10/22/2024

DISTRIBUTION:

Public