Salemstate.edu Governance Policy

(Definitions: "Web Governance" applies to "Content Strategy" in the marketing world and "Knowledge Management" in the service desk world (ITS and Navigation Center).

Guiding Principles

Prospective Students, Current Students, and Their Families Come First

The primary focus of the web site is external: primarily prospective students and their families—and secondary, alumni/donors, the media, and government officials. Web content on salemstate.edu should inform prospective students about the programs and services available to them at Salem State and encourage them to visit and apply. The alumni and friends section of the site informs donors and alumni about opportunities to connect with Salem State and encourages them to support the university. Internal community members, including current students, faculty, and staff, are guided to the correct portal for content specific to their needs. Our web governance policy includes consideration of our student portal (Navigator), student knowledgebase (Ask the Viking), the archive/academic research portal (Digital Commons), Polaris for faculty and staff information, among others. Sub-sites should not be created unless there is a specific or highly unusual technological need that cannot be met by existing platforms and only then in conjunction with ITS and marketing.

Our Digital Presence Should be Aligned with our Brand

Salem State's digital presence should have a consistent look and feel across all sites. This strengthens the university's brand and encourages trust in the legitimacy of the content. Key tenants of the university's brand include a mobile first approach and ADA compliancy. It is also important that authors follow Salem State's writing and other style guides.

Our Content Should be Accessible to All Members of our Community

We strive to meet the highest standards of ADA compliance to ensure that all community members can access the information they need on the web and other university-related portals. Salemstate.edu was designed to meet the highest level of conformance in the Web Content Accessibility Guidelines (WCAG) 2.0, and marketing will continually address issues of ADA compliance on the web site. All content creators, regardless of their content's platform, should keep ADA compliance in mind, including the closed-captioning of all video content, appropriate contrast between text and background colors, font sizes, etc. along with the development of secondary assets such as PDFs.

Roles and Responsibilities

Faculty and Staff

Responsibilities: Academic program chairs or their designees should review their department's content regularly and submit changes to their designated content editor. All faculty and staff (only, not students or contractors of any level) are invited to submit web site listings for their department's news and events through the Drumroll news and events manager. Registration for Drumroll training is available in Polaris. Faculty and staff are also invited to report errors and give feedback at salemstate.edu/feedback.

Examples: writing website copy for a new program, suggesting students for testimonials, submitting an upcoming event via Drumroll.

Meeting pattern: Annual department meeting with marketing

Content Editors

Responsibilities: Content editors manage the content on their assigned pages in collaboration with their departments. The number of content editors is limited to prevent misinformation or errors and all divisions have one person in this role. They look for opportunities to refresh content on their pages and advise members of their departments on web content best practices. They alert marketing of possible ADA compliancy problems, bugs or issues with the Drupal workflow. At meetings with marketing and ITS, they provide feedback from their departments and offices to help marketing and IT to plan improvements and set priorities.

Examples: relaying feedback from faculty on academic program page needs, reporting a bug in image displays, collecting and creating student testimonials, alerting marketing to the need of a section overhaul, posting Drumroll news items on behalf of department members.

Volunteer, defined by content-author access to the main web site, Polaris, and/or Ask the Viking. Facilitated by marketing.

Meeting pattern: Quarterly

Marketing and Creative Services

Responsibilities: The web and social media team approves changes to salemstate.edu, approves submissions in Drumroll and responds to web-related requests forwarded from the ITS help desk on a daily basis. They edit content to ensure compliance with Salem State's writing style guide, correct spelling and grammar, check links, improve search engine optimization and ensure ADA compliance. Marketing also oversees the content of the salemstate.edu homepage and other key pages. They meet annually with each department to review web site content and traffic data, provide suggestions, consult on content strategy and complete larger-scale page edits. They partner with ITS to prioritize smaller site improvements and test new features.

Student Communications Working Group (Customer Support Portal, Extranet)

Responsibilities: The student communications working group identify communications schedules, improvements to content quality in communications, website and student knowledgebase. This group provides input into marketing and IT priorities for system enhancements.

Examples: reviewing knowledgebase searches for communications gaps, identifying upcoming deadlines and events for online promotion, suggesting web site functionality improvements to better serve students.

The web and social media manager and the admissions communications associate director convene this group which includes communications coordinators from student services organizations along with content management system training and support leaders and the university's knowledge management manager for ITS.

Meeting pattern: Monthly

Polaris Working Group (Staff Intranet)

Responsibilities: Identify improvements to content quality in Polaris and provides input into marketing and ITS priorities for system enhancements.

Examples: Relaying faculty and staff concerns on specific subject areas, identifying new features to help improve search functionality.

Content and end-user support owners for administrative functions including individuals from finance and business, academic affairs, human resources, and ITS.

Meeting pattern: Quarterly.

Executive Working Group

Responsibilities: Members have broad oversight for the strategic direction of salemstate.edu. Consider recommendations, help fund projects, and clear roadblocks as reported by the student communications working group and the Polaris working group.

VP of enrollment-management, CIO, AVP of marketing and creative services, director of service transition and Dean, College of Arts and Sciences

Meeting patterns: Start of fall, spring and summer semesters

Maintaining Client Support Knowledge

Canvas Course, "Managing Your Online Content."

Support Information for Staff

- Polaris Posts: "Writing Style Guide," "Marketing and Creative Services how-to," "Web Site Update" (includes current list of content editors and working groups),

- Instructor-led training: Drumroll news and events, Drupal content management.
- IT Service Portfolio: Internal support reference for IT help desk, upper-tier IT support, and marketing staff who support the web site.
- "Publishing content;" IT service information. Support contacts for the help desk.
- System/contractual information about the web site, Right Answers, Polaris, other components of the system.

Non-compliance

All content on salemstate.edu must meet branding guidelines, ADA compliance and the Salem State content strategy. Content must be reviewed on at least an annual basis. The marketing team may edit or remove content that does not meet these standards.