

# **Website Governance and Structure**

## **Feb. 1, 2019**

### **The Communications Department Role:**

The communications department will be responsible for creating, disseminating and ensuring adherence to approved (by leadership) branding, message themes and institutional content. That dissemination will be achieved in three ways: (a) training of approved content administrators in various departments across campus (b) creating and updating a [toolkit of brand and message guidelines](#) (c) coordinating all content administrators with monthly meetings.

Secondly, the communications department having provided training to content administrators and provided updated and approved branding themes and content, will provide the following services to areas across the campus:

1. Will provide assistance to areas implementing major content refreshes of their websites (and other mediums).
2. Will offer content managers technical assistance, and where possible content development assistance
3. Will assist content managers and unit leader's periodic reviews of their web content and reminders to update content with more relevant information.
4. Will provide review of content to ensure it adheres to approved branding, themes and messaging.

Thirdly, the communications department is the Department Content Administrator for a variety of pages - for example: the homepage, news, admission pages and institutional leadership pages.

Fourth, the communications department is responsible for ensuring all webpages are updated on a regular basis as determined between Communications and the individual Department Content Administrator. This should be in alignment with weekly updates for some pages, at the most monthly, with a review of all pages with Communications quarterly.

Finally, the Communications team is responsible for the maintenance and upkeep of the entire website.

### **Department Content Managers**

Department Content Administrators (DCA) are recommended to the PELG via the communications department for appointment. The role of the DCA is as follows:

Content managers are responsible for maintaining a reciprocal link between their home department and Communications. The DCA should be providing to Communications relevant information about events, awards, programs, new ideas, goals, areas of interest and focus, and any other relevant information that would be helpful to the department and the institution to know. This will be accomplished minimally through monthly meetings with Communications.

**Note:** In order to maintain the highest level of security, DCAs must be full-time employees of Merrimack College. Student workers, teaching assistants, fellows and interns are not eligible for DCA appointment.

Additionally, the DCA is responsible for all content updates and maintenance. The bulk of that effort will be performed by the DCA either directly or as a project manager within their home area. Consistent with the role of Communications as described above, the DCA will be provided assistance to ensure relevant and accurate content is on their pages.

The DCA should make sure their respective websites are updated weekly, at the most monthly, with a review of all pages with Communications quarterly.

Finally, the DCA is the point of contact for their department colleagues in terms of website content.

## **Department Leaders**

Department Leaders (SVP's, VP's and Deans) are responsible for:

1. Appointing, supporting and holding responsible their DCA.
2. As leaders of their areas they are responsible for communicating brand, content themes and messaging to their areas.
3. As members of PELG they are responsible for engaging in the discussion on branding, content themes and messaging.

**Note:** No department will be given authorization to make changes to their webpages without an approved and trained DCA in place.