Web Advisory Team (Working Group)
Truman State University

1. <u>PURPOSE</u>

Truman State University is committed to providing timely and accurate information to its prospective students, alumni and friends, faculty and staff and current students. The University recognizes the use of the Internet and various online web-based systems as avenues for communicating with all its constituents.

2. <u>SPECIFIC CHARGES</u>

The Web Advisory Team exists to set quality design and content standards and policy for the Truman website, as well as ensure the public relations and recruitment potential of Truman's website is maximized. To do so, the committee will meet periodically to review Truman's website, upgrade and redesign templates, and ensure consistency and accuracy of information posted.

The Web Advisory Team will:
- Review and act upon issues regarding changes or issues with the top-level pages or other public relations-related issues brought to the committee
- Approve the linkage of new or updated sites to the appropriate top-level page
- Set and enforce policy and standards to ensure content quality and professionalism
- Review the University image and information published on the University website.
- Ensure the Truman website is easy to use for all identified users
- Help the IT Web Services Team set priorities for web development and programming as needed.
- Review and authorize requests for linking to or advertising non-Truman websites.
- Periodically report team progress to the Information and Applications Steering Committee.
- Facilitate communication of policies, procedures, information and training to the campus webmasters through the Campus Webmaster Users Group.

3. <u>AUTHORIZING EXECUTIVE BODY</u>

The Web Advisory Team reports to the Information and Applications Steering Committee.

4. <u>ELIGIBILITY AND SELECTION OF MEMBERSHIP</u>

<u>Membership</u>
The Chair of the Information and Application Steering Team, in consultation with appropriate others, appoints all members.

- Voting Members – Representation typically includes the following positions or a delegate from that area.
  - (1) Representative from ITS Web Services Team
  - (1) Department Chair
  - (1) Faculty Member
  - (2) Representatives from the Campus Webmaster Users Group
  - (1) Student
  - (1) Representative from Admissions
- Voting Ex-Officio Members -
  - (1) ITS Web Integration Manager

- o (1) Vice President of Student Affairs
- o (1) Director of Public Relations
- o (1) Director of Publications
- o (1) External Site Webmaster
- o The group is co-chaired by the ITS Web Integration Manager and the Vice President of Student Affairs. The Vice President of Student Affairs is responsible for reporting team progress to the Information and Applications Steering Committee.
- Non-Voting Special Liaison Members – as needed, depending on projects and activities

Term of Membership
All appointed members shall serve two year terms, with the exception of students, who shall serve one year terms. The terms will begin with the academic year. Members can be appointed for an unlimited number of consecutive terms. Special Liaison members shall serve for terms negotiated on a case-by-case basis. Ex-officio members serve as ongoing committee members.

Filling Vacancies in Unexpired Terms
Vacancies in appointed terms which arise because of resignation from the Web Advisory Team, retirement, separation from the University, or change in job classification, rank, or assignment shall be filled by appointment of the area where the vacancy has occurred.

Special Roles and Responsibilities
Web Integration Manager
An employee of Information Technology Services, the Web Integration Manager shall be the point of contact for all administrative web related services. The web integration manager exists to integrate all campus web services provided by multiple persons and departments.

Specific responsibilities include:
- Serve as point-of-contact for available campus web services.
- Provide administrative web programming and support.
- Review and provide data regarding Truman's web presence and utilization.
- Recommend and promote adherence to policy set by Web Advisory Team and ITS.
- Provide training and/or consultation to departmental webmasters, and maintain an ITS website with resources, tutorials, tips and off-site links to support campus webmasters.
- Work with the ITS team to maintain network servers and related equipment associated with web services.

Subordinate Structures
The group may establish ongoing or finite working groups and/or task forces as needed.

Campus Webmasters Users Group
- The campus webmasters users group consists of individuals responsible for the content management and timeliness of all official, non-personal campus websites. The group will be chaired by the Web Integration Manager, who will provide technical assistance and support for all campus webmasters.
- Area supervisors should identify webmasters for their areas.
- Although, the web integration manager can provide start-up service, special project and technical support, it shall be the responsibility of each official, non-personal University "area" to provide content and maintenance for their own web site, in compliance with the standards set by the Web Advisory Committee.
- This group should meet regularly for updates and training.

5. OPERATING PROCEDURES AND GUIDELINES

To the extent possible, the following guidelines are to be observed:

- The Web Advisory Team shall meet monthly.
- Minutes will be kept at each meeting and will be on file in Information Technology Services.
- The existing appropriate grievance procedures will be used in the event that a provider wishes to appeal a decision made by the Web Advisory Team.

6. **COMMITTEE DURATION**

This is a standing team reporting to the Information and Application Steering Committee.

(Revised 03/17/2017)