Web Governance (DRAFT)

The Cal Poly Pomona website is the electronic representation of the university and, as such, should reflect the university’s mission and identity. The campus community is charged with maintaining the university website (www.csupomona.edu), all its sub-sites, supporting web pages, and websites associated with the university at a level that reflects best practices in web-based environments and utilizes the highest quality content and design.

To that end, this document outlines the governance of the Cal Poly Pomona web environment. Web governance refers to the organizational structure of the university’s people, procedures, standards, and guidelines to govern the creation and maintenance of the official university web environment.

Objective

The primary objective of this document is to describe the collaborative centralized governance for the ongoing development, delivery, and maintenance of the Cal Poly Pomona web environment. The governance goal is to promote a consistent look and feel for the official university web page. This goal will be pursued with the web environment’s underlying strategic priority in mind: to facilitate a user experience that develops a lasting relationship with all visitors, providing them with the accurate information they need quickly, easily, and enjoyably.

Questions not answered through this document should be directed to the Web Technologies Working Group (defined below).

Governance Structure

IT Governance Executive Committee

The IT Governance Executive Committee is a cross-divisional group co-chaired by Cal Poly Pomona’s chief information officer and the provost and serves as the campus-wide body charged with advancing the following vision: In support of the university’s mission, information technology enhances the productivity, creativity, and community that promote learning opportunities in an environment of unlimited demands and limited resources.

Web Technologies Working Group

The Web Technologies Working Group serves as a recommending body and resource to the IT Governance Executive Committee and provides advice and recommendations to guide the development of policies, guidelines, and priorities for Cal Poly Pomona’s web environment.

Web Core Team

The Web Core Team serves as the custodian of the university home page, core sites, and overall look and feel as described in Core Webpage Elements and Features. The team provides guidance and a point of reference, as necessary, in the design of new sites or pages. Oversight of the Web Core Team is provided by the President’s Cabinet.

Web Technical Team
The Web Technical Team is responsible for implementing graphic designs as templates in the web environment and providing updates and maintenance. The team reports to the CIO and collaborates with the Web Core Team.

Web Governance Guidelines

The university web environment is the sole property of Cal Poly Pomona. While identified faculty and staff have access to edit certain portions of the site, create new content, and remove old content, the website and all its sub-sites remain the property of the university. With multiple web editors managing portions of the website, guidelines are essential to protecting the university’s online image.

All web pages must be in compliance with Cal Poly Pomona policies and procedures including the Cal Poly Pomona Appropriate Use Policy for Information Technology. The Web Core Team may review web pages for compliance with these policies and procedures. Content should be maintained and content owners may be notified when content is out of date.

**Core Webpage Elements and Features: Ownership and Change-Request Process**

Core webpage elements include the global and utility navigation bars, home page audience segmentation bar, global header, page footer, and core landing pages linked to/from the homepage. For full descriptions and visual representations of the elements and features, please reference Core Webpage Elements and Features.

Ownership of core webpage elements resides with the Web Core Team. Requests for changes to these elements are submitted to the Web Core Team via the university’s help desk ticketing system. Requestors will receive an automated response from the helpdesk confirming receipt of the request. Generally, the Web Core Team will review and respond to requests within three business days of receipt. If the requesting party disagrees with the decision by the Web Core Team, the request or suggestion can be routed through the Web Technologies Working Group for further consideration.

Campus Spotlight, Featured Sites, University News, and Upcoming Events are core webpage features that include content that is intended to be updated frequently. Ownership of these core webpage features, and future developments of a similar nature, resides with the Office of Public Affairs. Requests involving these features should be submitted to the Office of Public Affairs at publicaffairs@csupomona.edu.

Accessibility and Responsive Design

The requirement for accessibility and the standard of responsive design are vital in assuring a consistent look and feel for the Cal Poly Pomona web environment.

All web editors should familiarize themselves with and follow the ADA compliance guidelines. As these guidelines provide, alt tags for photos and other images must contain descriptive information appropriate for the visually impaired, videos should include captioning, audio content should be accompanied by a transcript, and pdf documents must be readable by screen-reader tools. Please reference the university’s Accessible Technology website for more information.
Responsive design allows for best-case viewing on multiple platforms and features. As long as campus templates are appropriately used, pages are automatically optimized for appearance and function on any size device, from a laptop to a tablet to a phone. No extra work is required by content owners to make their sites responsive.