1. Web Governance Charter

Web governance refers to people, policies, procedures, standards, and guidelines that govern the creation and maintenance of the Arkansas State University official website and digital properties.

The overall goals of Web Governance are to:

1. **Detail roles, responsibilities, and workflows for creating content and updating the website**
2. **Assist site users in creating digital content that aligns with our brand and engages the site audience(s)**
3. **Maintain long-term consistency and integrity of our website.**

To that end, this policy outlines the management and governance of our web environment.

University Communications & Marketing

The day-to-day operation of the website is the responsibility of Marketing and Communications and the Web Advisory Committee. The committee works closely with university stakeholders to understand both the holistic, strategic goals of the website as a marketing tool and to implement the technical tactics to achieve those goals.

The Chief Marketing & Communications Officer has the final say on what and how content is put on the website and is the top liaison between the team and the rest of the Arkansas State community.

Goals:

- Maintain a **modern**, **attractive**, and **user-friendly** website that **highlights Arkansas State's brand strengths, qualities, and values**
- **A site that targets prospective undergrad and grad students, without sacrificing the needs of secondary audiences (current students, faculty, staff, alumni, accreditors, and the larger university community)**
- **An information architecture that organizes content in an efficient and logical manner for primary target audiences, while preserving deeper content structures to meet secondary audience needs**
- **Incorporate SEO best practices to improve site visibility**

Web Advisory Committee:

The Web Advisory Group provides insight and support and shares suggestions and concerns on behalf of all areas of the college for the continued enhancement of the website.

The Web Advisory Committee includes representatives from:

- Marketing and Communications, Co-Chair
- Accreditation and Assessment, Co-Chair
- Assistant Director of Accreditation
- Information Technology Services, Co-Chair
- Academic Affairs and Faculty
- Online Learning
- Student Affairs
- Enrollment Management
- Advancement & Alumni

The Web Advisory Group may provide any concerns or suggestions regarding the website to the attention of the Director of Marketing, Communications, and Advancement and the Webmaster at any time. The group will meet annually to review successes, and concerns, and provide suggestions in shaping the future of the website. As liaisons to the college community, the Web Advisory Group members offer unique perspectives while also understanding the core strategy and goals of the website. Their feedback is valued by the Marketing, Communications, and Advancement team.

The Web Advisory Group will meet annually. The Chair will set an agenda, lead meetings, and share minutes.

Responsibilities:

- Attend meetings
- Report successes, concerns, and suggestions
- Understand site goals, objectives, and performance
- Provide regular web feedback and suggestions related to their particular department to improve the website
- Understanding the entire digital ecosystem
- Communicate the work of the Group to their department

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