

# Web governance

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## Olin Website Policy

- All Olin properties will comply with WUSTL policies. In particular: “all university Internet services and all information about the university available from accessing the Internet, including any of its schools, departments, divisions, centers, faculty, staff and fiscal and operating units, **must use only the wustl.edu domain.**” (See <http://www.wustl.edu/policies/webhosting.html>)
- All Olin properties contain “olin” as part of the URL:
  - olin.wustl.edu is the main site, and all programs and most departments are subsites of this parent.
  - special purpose sites include olinblog.wustl.edu (blog), olincareers.wustl.edu (career resources for students, alumni, and recruiters), and buildolin.wustl.edu (for the new building campaign). WUSTL granted special permission for use of these URLs.

## Programs and supporting departments (CEL, WCC, MCC)

- Departments/programs collaborate with M&C digital on sites and content:
  - Typically, content edits are communicated by department to [website@olin.wustl.edu](mailto:website@olin.wustl.edu) and are proofed and implemented by M&C digital. Timeframe for simple factual edits is one to two business days. More complex requests will have lengthier timeframes.
  - Significant content and/or structural changes usually require a phone call or meeting by request with M&C digital or your brand manager. Together, we’ll reference your messaging hierarchy and evaluate options for information architecture and style to retain consistency and linkages with other website content.
  - Some content may be appropriate for management by a department representative. Systems can be created that require minimal html—for example, Ask a Student (grad programs) and Program Finder (ENON).
  - New/overhauled programs/centers/websites will be submitted for project review and prioritization by the web governance committee (see page 2).

## Research Centers

- If a research center has an internal programming resource, that center can request access to Sharepoint CMS for independent page creation and maintenance.
  - M&C will collaborate on site structure to ensure the site is optimally connected with the rest of Olin’s web presence.
  - If funding is available, centers can work directly with Aspect (Olin Sharepoint development contractor) to create a unique home page, which retains site-wide

header and footer. A variety of secondary and tertiary templates are available that ensure styles and navigation are common across the Olin website.

- M&C will advise on project scope and review design concepts for consistency with WashU brand standards.
  - The center will be responsible for project management.
  - M&C can provide references to writers for content creation.
  - Professional proofreading is **STRONGLY** recommended. M&C can provide references.
- Prior to site launch, M&C will review content for consistency with Olin best practices. M&C will periodically review sites and has discretion to unpublish inappropriate content. Disagreements about what constitutes appropriate content will be referred to the Web Governance Committee.

### **Content directed to Olin community**

- Student organizations and Olin departments and programs host content intended for internal audiences on Campus Groups. Campus Groups sites, pages, and events can be visible to the public, or the site admins can require wustl key log in. See <http://olinwustl.campusgroups.com/ois/cg-help/> for Campus Groups capabilities and access.
- In special circumstances, a group seeking a new site may apply to the M&C digital team to use the self-supported WashU web theme (<https://webtheme.wustl.edu/>)—a system of WashU branded WordPress templates. These templates are not equipped to display dynamic data (such as Olin Events feed), and they are not supported or reviewed by M&C digital team. Prior approval by M&C is required.

### **Web governance committee**

Kurt Dirks, Todd Milbourn, Brent Jenson, Paula Crews, and Tony Balsamo are members. The committee will provide oversight of the 1210-94114 web fund and prioritize projects school-wide—regardless of fund. The committee will meet or confer periodically to review costs and timeline.

#### *Project approval for 1210-94114*

The full web governance committee will approve project budgets and priorities for major projects that affect the entire school. Maintenance work expected to exceed 40 hours will be submitted for approval as a separate project.

#### *New site or overhaul for program/department project approval*

For large projects undertaken for a specific program or department, the project sponsor must obtain funding approval from the dean. The full Web Governance Committee will assign priority to projects based on other web priorities.

Funding will pass through the program/department account and 94114 fund, with SR used for project-tracking purposes.

### *Prioritization of program-specific ad hoc development projects*

Departments sometimes request (and agree to pay through their 91352 fund) enhancements and updates to functionality. Often these require minimal hours and thus don't justify a SOW or review by the full Web Governance Committee. To allow us to be responsive to these requests (other priorities permitting):

- Minor ad hoc projects (expected to require under 20 hours) will be reviewed by Paula and Tony and prioritized based on other projects.
- If the sponsor's desired timeline for a minor project poses a conflict for projects already in the queue, Paula and Tony have discretion to submit the project to the full Web Governance Committee for review and prioritization.
- Projects anticipated to exceed 20 hours will automatically go to the Web Governance Committee for review and prioritization.