CTC WEBSITES

ROLES & RESPONSIBILITIES OF UNIT APPROVERS/CONTRIBUTORS

OVERVIEW

The UAA Community & Technical College (CTC) communicates to internal and external audiences via its central and unit websites. The goal of CTC’s Web presence is to present accurate, timely, and relevant information at all times to the highest quality standards. CTC’s Enterprise Content Management System (ECMS) details the policies and procedures for how the college manages both written and electronic information.

The university’s Content Management System (CMS) for the Web, is a facet of CTC’s ECMS. The CMS is a tool that makes it possible for individuals who are not Web coders to make edits to their websites. Each chair/director may identify up to two Web contributors from his/her unit. Annually, CTC sends an updated list of designated Web approvers/contributors to UAA Internet Technology Services (ITS).

This is part of our risk management strategy to ensure that our websites are only accessed by current CTC employees and to comply with UAA’s Web CMS standards and requirements. Student workers do not qualify as employees and may not edit CTC websites. This does not apply to ROTC cadets in leadership training and operating under close supervision of their commanding officer. Units may designate new contributors to replace existing contributors in the event of personnel changes or reassignment of staff priorities due to changing unit needs.

DEFINITIONS

 Contributors – individuals who edit and manage Web content
 Approvers – individuals who edit, manage, and publish Web content to the live site

CTC COMMUNICATIONS OFFICE ROLES & RESPONSIBILITIES

The CTC Communications Office serves as the administrative point for CTC’s websites, ensuring the sites’ quality, accuracy, and compliance with UAA’s branding and image standards, as well as Web CMS standards and requirements. The Communications Office provides technical assistance, creative consultation, and training support to CTC academic and service unit websites to ensure that Web representations of the college to internal and external audiences are consistent, accessible, and professional.

KEY ROLES

 Approver – reviews and approves unit Web edits daily for accuracy, consistency, and accessibility
 Liaison – serves as CTC’s contact to UAA IT Services on behalf of all college units
KEY RESPONSIBILITIES

- Maintains and updates college sites on an ongoing basis
- Ensures consistency across all websites
- Trains all unit contributors in conjunction with ITS
- Provides resource materials to unit contributors to assist with maintenance activities
- Reviews edits submitted by unit contributors to ensure compliance
- Examines CTC Web analytics reports and makes recommendations based on user trends

The Communications Office should be notified via e-mail at kbolmstead@uaa.alaska.edu or phone at 907.786.6451 of urgent edits requiring immediate approval.

CONTRIBUTOR ROLES & RESPONSIBILITIES

Unit Web contributors are responsible for completing general maintenance tasks on their websites noted below. CTC provides training in these areas in conjunction with ITS to build competency and appropriately resource staff.

KEY ROLE

- Contributor – maintains content for unit’s website
- Point Person – serves as unit’s contact to CTC Communications Office

KEY RESPONSIBILITIES

- Adding, updating, and maintaining internal and external site links
- Uploading documents and linking to them
- Finding and linking to existing documents in the CMS
- Updating and maintaining site text as needed, which includes knowing how to properly use headers
- Managing website documents
CONTRIBUTOR DON’Ts

Although CTC encourages staff to take advantage of training and enrichment opportunities available at the university, any additional ITS Web training falls outside the scope of CTC contributor authorizations. All other aspects of unit website maintenance are managed centrally by the CTC Communications Office to facilitate compliance with both UAA Web and industry standards. This includes but is not limited to the following:

- Photo selection and implementation
- Creation of new webpages
- Layout or design changes to existing webpages
- Extensive text changes

*The Communications Office will creatively consult with the unit chair/director to refresh the website’s presentation elements.*
CTC WEBSITES - POLICY AUTHORIZATION

This policy is authorized by Community & Technical College Dean Karen Schmitt.

Signature: [Signature]

Effective Date: 6/24/14