WEBSITE
COMMUNITY & TECHNICAL COLLEGE

WHAT IS THE ROLE OF THE COMMUNICATIONS COORDINATOR?

➢ The communications coordinator serves as the administrative point person for the Community & Technical College’s (CTC) website, ensuring the site’s quality, accuracy, and compliance with UAA’s Web content management system (CMS) standards and requirements.

Website Responsibilities

▪ Communicates UAA branding standards regarding logos, graphics, and images to CTC’s units
▪ Maintains and updates college site on an ongoing basis and serves as liaison to UAA IT Services
▪ Examines CTC Web analytics reports and makes recommendations based on user trends
▪ Archives analytics data for reporting and research purposes to support enrollment management goals

HOW DOES THE COMMUNICATIONS COORDINATOR PARTNER WITH MY UNIT?

➢ The communications coordinator 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.

CTC Resources

▪ Communications coordinator reviews Web edits daily for accuracy, consistency, and accessibility
  o Review and approval process is completed each morning
  o Communications coordinator should be notified via e-mail (kbolmstead@uaa.alaska.edu) of urgent edits requiring immediate approval

▪ Forms to request support for advanced Web editing can be found at the following: www.uaa.alaska.edu/ctc/deanoffice/admin/recruitcomm

Unit Responsibilities

▪ Annual Web administration authorizations process
  o Nominate up to two Web contributors to edit your program’s site, a primary and a backup
  o Schedule Web training through ITS. Instructions at the following: www.uaa.alaska.edu/ctc/deanoffice/admin/recruitcomm/webdevelopment/webmaster

▪ Leverage the communications coordinator as your first point of contact for Web issues

NOTE: Communications coordinator will escalate issues to UAA IT Services if they cannot be resolved internally.
## COMMUNICATIONS COORDINATOR SUPPORT

### CTC ENTERPRISE CONTENT MANAGEMENT

<table>
<thead>
<tr>
<th></th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UAA</strong></td>
<td>CTC Communications Coordinator works directly with ITS on behalf of the college and its units</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CTC</strong></td>
<td>Manages CTC college website and all its units and ensures compliance with UAA Web standards and industry best practices</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CTC Units</strong></td>
<td>Approves unit changes/supports advanced Web editing/consults with units as needed</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>