DRAFT

HRL, October 2012

Proposed Web Governance Model for SALC

Objectives

To manage and develop the ALC website according to processes that are consistent and efficient across the School – and which also encourage a creative and innovative approach to the web, within the UoM guidelines for web communication (visual and textual);

Within a shared understanding of good practice and common processes, to enable web content to be developed 'locally' according to the needs and aspirations of: Divisions/Subjects; Research Institutes and Centres; functional Directorates (such as Recruitment & Admissions, Research &c); and units such as the ALC Graduate School;

To provide the requisite support and training for colleagues responsible for the development of web content 'locally', including technical training in the University's web operating systems where appropriate;

To provide consistent, reliable and easily accessible technical support for academic and PSS colleagues who need to upload text, images &c, in accordance with these

To disseminate information about University and Faculty guidelines, policies and developments for the website in a timely and efficient way.

SALC Web Committee

The SALC Web Committee is chaired by the Director of External Relations, meets two or more times per semester and comprises representatives from: ALC Divisions, centres which sit outside the divisional structure (including University Language Centre, Martin Harris Centre and HCRI), the Graduate School, the Recruitment and Admissions Directorate, and the ALC External Relations Manager. The Faculty Web Officer, Head of School and Head of School Adminisiration are *ex officio* members of the Committee.

The role of the Web Committee is to:

> provide a forum for discussion of all matters relating to the ALC website, sharing expertise, good practice and innovation;

> debate and formulate ALC guidelines and processes for web management and development (including the implementation of this governance model [when it has been modified/agreed]);

> disseminate University and Faculty policies, processes and good practice guidelines to colleagues in ALC Divisions/teams, and to advise on (and where needed, to edit) the production of new content for the web.

identify resource issues relating to the management and development of the web, and, if necessary, to put the case for additional or different allocation fof resource to the School (and Faculty).

It is expected that all members of the SALC Web Committee will undertake training in 'writing for the web' and image usage. Training in the most recent web operating system used by the University is not a requirement for all members of the Committee, but is available for those who would find this useful (in order to expedite and manage updating at a local level). We are working closely with Faculty to ensure that there are adequate resources for uploading and managing content (including images and videos) for colleagues who require this.

Web Processes in Practice

1. Only those colleagues who have undertaken training in 'writing for the web', image usage <u>and</u> the latest operating system will be given access to T4 in order to upload content directly. A list of authorised T4 users in SALC will be maintained by the External Relations Manager.

2. All new content (text, images &c) generated anywhere in SALC must be approved by the relevant colleague who has undertaken training in 'writing for the web' and image usage before it goes 'live' (this would normally be a member of SALC Web Committee).

3. Once new content has been approved, if it cannot be uploaded by a local T4 user, it should be forwarded (either by or 'cc'd to the appropriate member of the Web Committee) using a standard pro form to the Faculty Content Assistant [in post from Monday 15th October] for uploading.

4. Any changes to the main structure (tabs, navigation links &c) of the SALC website (including main Subject Pages) must be approved by the ALC External Relations Director (and in her absence, by the ALC External Relations Manager).

5. Any further changes to the SALC website will be discussed and agreed by the Web Committee, in consultation with Faculty and University officers when appropriate [for example, following the Phase 1 User Review].

HRL, 8 Oct 2012