



Policy UCM002: Web Governance Policy

Recommended for Approval by:

A handwritten signature in blue ink that reads "Kelly Repinski".

Kelly Repinski
Vice President for Communications and Marketing

Approved by:

A handwritten signature in blue ink that reads "Jon Anderson".

Jon Anderson, Ph.D.
President

Effective Date:

April 17, 2025

A. Intent

This policy governs all websites representing Pennsylvania Western University (PennWest), ensuring brand consistency, reducing external website costs, tracking usage, and protecting pages with the University's security software. Faculty, staff, and students developing web content must adhere to standards for quality, performance, usability, accessibility, and security.

B. Definition(s)

Americans with Disabilities Act (ADA): U.S. civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including employment, education, transportation, and access to public and private spaces.

Web Content Accessibility Guidelines (WCAG 2.1AA): A set of internationally recognized standards that ensure digital content is accessible to people with disabilities, meeting specific criteria for usability, readability, and navigability.

Web liaison(s): Designated individual(s) within each department, office, or service responsible for submitting website requests.

Website Administrator. Designated individual(s) responsible for managing, maintaining, and ensuring the functionality, security, and performance of a website.

C. Policy

1. Web Standards

Website Accessibility: PennWest complies with Title 2 of the ADA and WCAG 2.1AA guidelines. Ensure accessibility for multimedia content, navigation, reading level, and keyboard use.

Inaccessible content may be removed to maintain compliance. Third-party solutions must also follow these standards.

Site Locations: All University web pages must be hosted on registered servers with current security software. Hosting on non-PennWest servers requires approval.

Identification: Each website must clearly identify its association with PennWest, including the department name and contact email.

Website Content Management: Content must be up to date. The Web Services Team reviews content annually, and outdated pages will be archived or removed. Content must comply with university policies, avoiding copyright violations, personal gain, illegal activities, or harmful material.

Videos: Videos must align with PennWest's mission, be ADA-compliant, captioned, and hosted on YouTube. Contact the Web Services Team to embed videos or the Creative Services Team for creation.

Word Documents & PDFs: Word documents should be used sparingly for downloadable, editable content. PDFs should be avoided unless for archiving. Label links clearly.

Event Calendar: Event calendars can be added via the modern campus CRM.

Website Search & Indexing: Only content on the primary domain is indexed. External content is evaluated individually. Broken links are removed from search results.

Design Standards: Web pages must maintain design consistency. The Web Services Team handles template changes. Logos and images should align with PennWest's mission and accessibility guidelines.

Site Maintenance & Analytics: Request short URLs and analytics through the Web Services Team. Broken or non-compliant links may be removed.

Marketing Standards: Advertising and third-party endorsements require approval. Event sponsorship acknowledgements are allowed.

Site Security: Web servers are regularly monitored for security. Vulnerable pages may be deactivated. Server logs are retained for six months.

2. Roles and Responsibilities of Website Liaisons

Web liaison: A web liaison is a designated individual within each department, office, or service responsible for submitting website requests. They serve as the primary contact for suggested edits, corrections, and additions to their area's website content. Vice presidents will recommend liaison assignments for their respective divisions. A list of web liaisons will be available on pennwest.edu.

Intranet Content Contributor: An intranet content editor is someone who creates, edits, and manages content within the university's internal intranet to ensure it's relevant, up-to-date, and accessible to employees and students.

Intranet Content Approver: An intranet content approver is an individual responsible for reviewing and approving content before it's published to the university's internal intranet, ensuring consistency and adherence to website standards and policies.

3. Roles and Responsibilities of Website Administrators

University Communications and Marketing: Oversees website management and development, provides web development guidelines, and offers input on design, layout, and content for the Events and News sections. Supports departments with marketing needs tied to the website, including event imagery for PennWest.

Athletic Websites. PennWest athletic websites are managed by the respective athletic departments and sports information directors. All requests related to calvulcans.com, clariongoldeneagles.com, and gofightingscots.com should be directed to the appropriate PennWest athletic department.

Executive Director of Web Services and Digital Experience: Collaborates with Communications and Marketing to align the University web presence with its mission. Ensures web pages comply with standards and policies, monitors content quality, and provides web development and support. Manages the Content Management System (CMS) and ensures content is searchable and secure. Manages and develops the University's website infrastructure, providing hardware-related development guidelines. Ensures performance, availability, and ongoing security monitoring and assessment.

Web Services Team: Designated employees who manage web content, including updating outdated material and maintaining content per governance guidelines. They ensure accuracy, relevance, and timeliness while working with university departments for content-related matters.

D. Procedure(s)

1. Web Request Process

Phase 1: Request. Department Web Liaison submits a request using the online website request.

Phase 2: Analysis. A Web Services Team member reviews the request, ensuring the proper information has been submitted.

Phase 3: Planning. The Web Services Team collaborates on site architecture, strategy, and schedule. Functional specifications for forms must be approved before development.

Phase 4: Creating. The Web Services Team designs the site following accessibility guidelines, using official templates. Content is created with department input.

Phase 5: Building and launching. The site is built on a test server, reviewed by the department, then moved to the live server after testing. Usability and performance are checked.

Phase 6: Maintaining. It is the department's responsibility to ensure web content is kept up to date. All maintenance is performed by the Web Services Team. Online forms are maintained by the Web Services Team, and all sites are reviewed yearly for compliance with web standards.

E. Related Policies

Policy UCM001: Licensing, Trademarks, and Logos

F. Contact Information

University Communications and Marketing

communications@pennwest.edu

G. Policy Review Schedule

All policies will be reviewed every two years or on an as needed basis if a change in Board of Governors, Pennsylvania State System of Higher Education, or Pennsylvania law would create the need for an immediate change.