INTRODUCTION

UNO’s digital presence is the public face of the University. To best showcase the University of Nebraska at Omaha as a coordinated, forward-thinking force to be reckoned with, our web presence must be consistent and easy to use. This consistency must extend throughout all subdomains and subsites of unomaha.edu.

As stated by the Chancellor in the current UNO Brand Guide:

*It is far more effective, as well as a better use of limited resources, to invest in a single visual identity that is constantly and strategically reinforced.*

Consistency allows UNO to visually link the university more closely to its many programs that support the mission of teaching, research and service.

The purpose of this Web Governance Policy to empower University units to quickly create and publish engaging, accurate, consistent, and relevant digital content that supports the University’s mission.

I. CORE VALUES

The following are UNO’s core values for digital communication:

1. **Audience First**
   
   An audience-first approach to UNO’s digital presence is a natural extension of UNO’s commitment to student-centeredness, which is outlined in the University’s strategic plan. Adapting to UNO’s various digital audiences helps to make sites approachable and easy to use, and strengthens the messages conveyed by site content. Primary audiences at UNO include prospective students, current students, alumni, current and prospective faculty and staff, the Omaha community, donors, and the academic community.

   - Prioritization of digital projects will be based on the needs of the University’s most important audiences, and institutional resources will be allocated accordingly.
   - Navigation and information architecture for UNO’s digital presence will be based on primary audience needs rather than on the University’s organizational chart or internal processes. University websites should enable visitors to find desired information and complete intended transactions quickly.
   - To best serve all audiences, user-centered design principles should be implemented in tandem with usability testing and applied measurement.

2. **Consistent Brand**
   
   Effective university websites maintain a consistent experience across pages and properties. Consistency is the most important factor in ease of navigation and effective communication.

   - Official UNO sites and digital presences must conform to University standards for communication and branding.
   - Digital communications should align to UNO’s larger strategic goals, conveying student-centeredness, academic excellence, and community engagement.
3. Accessibility and Security

- UNO digital content must be accessible to all site visitors including those with disabilities. Official UNO sites must follow current legal guidelines, at both the national and the state level.

- Presentation of digital content should be optimized for all reasonable consumption situations: tablets, smartphones, non-smartphones and other mobile devices, different modern browser brands and versions, and various connectivity speeds.

- Official UNO sites must meet or exceed standards and best practices for system security, secure transactions, and protection of personal data and identity.

II. SUPPORT AND OVERSIGHT

Support for digital content and websites at UNO will be led by the Web Team within University Communications, partnering with Administrative Information Services as needed for web-related technical services.

The Web Team is empowered by the Website Executive Committee, led by the Senior Vice Chancellor, to make decisions regarding UNO’s digital presence. The team has been charged to create, implement, and oversee an overarching UNO web strategy, which will be based on University goals and the needs of the University’s most important audiences.

The team should be an integral part of the UNO web community with an active role in the Maverick Communications group. This community will help support UNO digital projects campus-wide by sharing experience and knowledge between units.

Feedback Policies

All University community members are encouraged to submit feedback. Suggestions are welcome for all levels of projects, from major initiatives to minor improvements:

- Small change and maintenance requests can be submitted online through a form or an email-based ticketing system. The Web Team is responsible for evaluating and prioritizing these requests on an ongoing basis, and providing a timely response. If the Web Team cannot accommodate a request, the Team should share the reasoning behind the decision and offer alternative solutions.

- As part of its annual strategic planning, the Web Team will create a Digital Roadmap that outlines upcoming major initiatives for the university. Any University community member can suggest projects for the roadmap, either formally through an email-based online form or informally at community gatherings. Submissions will be considered throughout the year, with a cut-off date to be determined by the Web Team. Once approved by the Website Executive Committee, the final roadmap will be presented to the web community.

- If a major project is suggested mid-year that is not currently part of the Digital Roadmap, the Web Team will assess the work’s urgency and scope. If the project is critical and resources are available, the Web Team will amend the Digital Roadmap and share the changes with the web community. Projects that are not time-sensitive will be evaluated for inclusion in future roadmaps.

All requests will be evaluated and prioritized according to this web governance policy and the UNO web strategy. If necessary, a formal appeal can be submitted to the Associate Director of Web Digital Communications for discussion with the Website Executive Committee.

III. CONSISTENCY AND MAINTENANCE

1. All official pages, sites, social presences, and other digital displays representing the University must conform to the approved brand, design, and logo standards to ensure consistency. University Communications is responsible for upholding the brand in the overall design, the consistency of imagery, and the tone of voice that is reflected throughout UNO’s digital presence. The Web Team is empowered to instruct units to change items that don’t conform to brand standards and this web governance policy (please see Section VI: Noncompliance for details.)

2. UNO shall run a single web content management system (CMS) to update official websites; any alternative methods should be approved with the Web Team prior to implementation. Administrative Information Services is responsible for implementing and running the CMS, while the Web Team will manage training.
3. Major content and design changes must be done in consultation with UNO policies and guidelines. Units can obtain training and support through University Communications and the Web Team. Major design elements that affect the brand will be locked within the CMS to prevent accidental alteration. Any changes to these elements should be discussed and approved by the Web Team prior to development.

4. All digital content must be kept current and reviewed at least annually and managed using a common archival and sunsetting process.

5. If the Web Team determines that a portion of the UNO website has been abandoned (e.g., no active updates), a member of the team will attempt to find an appropriate owner or alert the unit head. If that step cannot be completed and the content is outdated, redundant, or trivial, it may be removed.

6. Everyone in the University community is responsible for reporting inaccurate, outdated, inappropriate, or poorly developed web content. Any UNO-related individual may pass on suggestions of these types to the Web Team for action.

IV. REVIEW AND REVISION

The Web Team and all units are required to review and update all content on all digital properties they control at least once a year. Outdated, redundant, or obsolete content must be removed promptly.

If a page has an unusually low amount of traffic, usability tests and/or consulting with the Web Team can determine the best course of action:

- If this low traffic is due to a usability problem, structure or navigation changes should be considered.
- If this low traffic is due to the content being unnecessary or not useful, the content should be reworked or removed.
- If this low traffic is due to the content being difficult to find by search engines, examine ways to optimize content, metadata, or page mark-up.

V. DISTRIBUTED WEB MANAGERS

Web managers throughout UNO are ultimately responsible for their unit’s digital presence. The Web Team will work with unit heads to ensure an appropriate web manager has been designated. Web managers should report to a dean, department head, or director, depending on their unit’s structure.

More than one individual should be able to make changes to each digital property, in case of personnel transitions or illness. A backup to the web manager should be appointed, though the University Communications Web Team does not need to be involved in this decision. This backup should be familiar with the content of the unit’s website (one such example is a content contributor).

VI. NONCOMPLIANCE

If a unit is not keeping up with the above responsibilities, they will first receive guidance from the Web Team. If policies continue to not be followed, the Website Executive Committee may appoint a staff member to complete tasks such as removing obsolete or factually incorrect content, updating pages to be accessible, or changing pages to reflect current brand standards.

Exceptions to these policies may be applied for through the Web Team and granted if appropriate. Any unit that tries to route around digital University policies shall be referred to the Website Executive Committee.

Units that are not using official channels responsibly and in accordance with policies and guidelines will be directed to correct the problem. Support will be offered in these situations, and training provided if needed. In the case of nonresponsive units or sites that do not have a readily apparent owner, the Committee can turn to the Web Team to enact directives. These will be extreme cases—usually, University Communications and the Web Team should be able to partner with the unit in question to come to a cooperative resolution.
UNIVERSITY OF NEBRASKA AT OMAHA
WEB GOVERNANCE USER POLICY AGREEMENT

In order to present the best of the University of Nebraska at Omaha to UNO’s primary audiences, each unit must follow the UNO web governance policy. Access to the new templates and content management system (CMS) is dependent upon reading and agreeing to this policy.

By signing this agreement, I acknowledge that I have read the University of Nebraska at Omaha’s Web Governance Policy and agree to abide by it.

Name (printed):

Title:

Unit/Department:

Signature:

Date: