

UNIVERSITY OF NEBRASKA OMAHA
**DIGITAL COMMUNICATIONS
GOVERNANCE**

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UNIVERSITY OF
Nebraska
Omaha

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EXECUTIVE SUMMARY

All official pages, websites, social presences, and other digital displays representing the university must conform to the approved brand, design, logo standards, and governance processes to ensure consistency.

This includes but is not limited to all websites on the UNOmaha.edu domain as well as:

- Other UNO websites
- Mobile Apps
- Mass Email and Texting
- Social Media
- Video and Television
- Digital displays on campus or those owned by the university
- Digital Marketing Analytics

This policy will always align and be updated in conjunction with any official channel policies located at unomaha.edu/policies

INTRODUCTION

The University of Nebraska at Omaha's (UNO) digital presence is the public face of the University. To best showcase UNO as a coordinated, forward-thinking force to be reckoned with, our digital presence must be consistent and easy to use. This consistency must extend throughout all subdomains and subsites of UNOmaha.edu as well as other official channels.

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 Digital Communications Governance Policy is 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:

1.1 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:

1. Prospective students
2. Current students
3. Current and prospective faculty and staff

SECONDARY AUDIENCES AT UNO INCLUDE:

1. Alumni
2. The Omaha community and donors
3. 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. The Digital Communications Executive Committee meets each month and reviews, approves, and makes edits to the roadmap as needed due to requests for additional project needs.

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.

1.2 CONSISTENT BRAND

Effective university brands maintain a consistent experience across all properties. Consistency is the most important factor in ease of navigation and effective communication.

UNOmaha.edu sites and those approved as official exceptions (ie: omavs.com and unoalumni.org) and all digital presences must conform to university standards for communication and branding. It is expected that all official UNO academic program information be on UNOmaha.edu and in the content management system. Other content that should be housed on UNOmaha.edu includes but is not limited to:

- Any content from an official UNO department
- News from the institution and colleges
- Public event information on campus or sponsored by UNO
- Staff directory and contact information
- Job postings
- Relevant campus information and policies for students, staff and or faculty

Note: If for any reason a member or unit of the university feels their official university content cannot be housed in the current content management system and on the domain, it must be brought forward to the Digital Communications Team who should review the content and ensure it will not compete in search nor confuse users. If an exception case is made, it must be approved by the Digital Communications Executive Committee.

- Digital communications should align to UNO's larger strategic goals, conveying student-centeredness, academic excellence, and community engagement.

1.3 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 state levels.

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.

UNOmaha.edu sites and those approved as official exceptions (ie: omavs.com and unoalumni.org) must meet or exceed standards and best practices for system security, secure transactions, and protection of personal data and identity.

II. SUPPORT AND OVERSIGHT

2.1 FEEDBACK PROCESS

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 through an online form. The Digital Communications Team is responsible for evaluating and prioritizing these requests on a continual basis, and providing a timely response. If the Digital Communications 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 Digital Communications 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 online form, or to the Associate Director of Digital Communications via an executive member. Submissions will be considered throughout the year, with a cut-off date to be determined by the Digital Communications Team. Once approved by the Digital Communications 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 Digital Communications Team will assess the work's urgency and scope. If the project is critical and resources are available, the Digital Communications 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 governance policy and the UNO digital strategy. If necessary, a formal appeal can be submitted to the Associate Director of Digital Communications for discussion with the Digital Communications Executive Committee.

Support for digital content and websites at UNO will be led by the Digital Communications Team within the Office of University Communications, partnering with Information Services as needed for technical services.

The Digital Communications Team is empowered by the Digital Communications 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 digital 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 campuswide by sharing experience and knowledge between units.

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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, logo standards, and governance processes to ensure consistency. This includes but is not limited to all websites on the UNOmaha.edu domain as well as:
 - Other UNO websites
 - Mobile Apps
 - Mass Email and Texting
 - Social Media
 - Video and Television
 - Digital displays on campus or those owned by the university
 - Digital Marketing Analytics
2. The Office of 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 Digital Communications Team is empowered to instruct units to change items that don't conform to brand standards and this digital governance policy (please see Section VI: Noncompliance for details).
3. UNO shall run a single web content management system (CMS) on UNOmaha.edu to update official websites; any alternative methods should be approved with the Digital Communications Team prior to implementation. Information Services is responsible for maintaining the CMS, while the Digital Communications Team will manage training. Exceptions must be brought forward to the Digital Communications Executive Committee for approval.
4. Major content and design changes must be done in consultation with UNO policies and guidelines. Units can obtain training and support through the Office of University Communications and the Digital Communications 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 Digital Communications Team prior to development.

5. All digital content must be kept current and reviewed at least annually and managed using a common archival and sunseting process. See section IV, review and revision.
6. If the Digital Communications Team determines that a portion of the UNO website or social media account has been abandoned (ie: 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.
7. All members of the university community are responsible for reporting inaccurate, outdated, inappropriate, or poorly developed web content. Any UNO-related individual may pass on suggestions of these types to the Digital Communications Team for action.

IV. REVIEW AND REVISION

The Digital Communications 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. Additionally, users who have not logged in for more than a year will be removed from the CMS.

If a page has an unusually low amount of traffic, usability tests and/or consulting with the Digital Communications 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 Digital Communications 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 Digital Communications Team does not need to be involved in this decision. This backup should be familiar with the content of the unit's website.

Web managers should work closely with the Digital Communications Team and the Office of University Communications to ensure brand, messaging and information architecture is the best for the user when major changes are proposed such as:

- URL or Page Title changes
- Embedding tools or widgets
- Creating new subdirectories of (ie: UNOmaha.edu/site)

VI. COMPLIANCE

If a unit is not keeping up with the above responsibilities, it will first receive guidance from the Digital Communications Team. If policies continue to not be followed, the Digital Communications 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 Digital Communications Team and granted if appropriate. Any unit that tries to route around digital university policies shall be referred to the Digital Communications 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 Digital Communications Executive Committee can turn to the Digital Communications Team to enact directives.

These will be extreme cases—usually, University Communications and the Digital Communications Team should be able to partner with the unit in question to come to a cooperative resolution.



UNIVERSITY OF NEBRASKA AT OMAHA DIGITAL COMMUNICATIONS GOVERNANCE USER AGREEMENT

In order to present the best of the University of Nebraska at Omaha to its UNO's primary audiences, each unit must follow the UNO Digital Communications Governance Policy. Access to the new templates and content management system (CMS) is dependent upon reading and signing this agreement.

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

NAME (PRINTED):

TITLE:

UNIT/DEPARTMENT:

SIGNATURE:

DATE:
