Web Services Policy for Faculty and Staff

Web Services

Web Services, as a unit within the Office of Communications, maintains the College web site on a daily basis, overseeing the content management of all official College pages.

This includes establishing and deploying standard templates for secondary and tertiary pages, on which all Web content is to be placed, as well as updating the site in a timely fashion. Barring any server issues, all site updates will be posted within 48 to 72 hours of receipt.

Web Services manages the web site content by overseeing the efforts of *Web Liaisons*. These staff members have been charged with the sole responsibility of ensuring the accuracy and currency of their site.

Additionally, Web Services oversees the development and content management of all institutional web pages, including those of all affiliated Centers, as well as any institutional pages/sites located on an external server using the imprimatur of Medgar Evers College (such as social networking pages set up by College offices).

Before establishing a page on an external server, any College faculty or staff member must first obtain permission from Web Services. Pages should conform to existing graphic and content standards.

Web Services does not have oversight over web pages established by student organizations, faculty, or alumni.

Web Liaisons

Each academic or staff unit head is to designate one staff member to be responsible for updating the pages pertaining to his/her unit. This person, designated as a *Web Liaison* will be responsible for ensuring the accuracy and currency of his/her unit's pages.

All *Web Liaisons* must be employed by the College as members of the faculty or staff. *Web Liaisons* may not be students, alumni, volunteers or hired professionals, although people in any of these categories may help the web liaison with his or her task. *Web Liaisons* will receive appropriate instructions and training when necessary. All updates should be sent to webpost@mec.cuny.edu through the *Web Liaisons*. (Updates sent to other email addresses may be delayed).

A list of all current *Web Liaisons* and their respective departments is attached to this email. This list also appears on the Website on the Web Services page (under Institutional Advancement).

For all areas without Web Liaisons, area heads are asked to designate a person to serve in this function by April 6th (at which time a complete list of *Web Liaisons* will be

redistributed via mec@mec). All Web Liaisons should make sure that their area's pages comply with the *Minimum Website Content Standards* document (attached (no later than April 14th.

While it is the web liaisons' responsibility to vet all materials through their respective supervisors, the **ultimate responsibility for the content appearing on the Web pages of a particular area lies with the cabinet member responsible for that area.**

Other Issues

Priorities of Service
The web administrator and his/her staff will operate under a priority system similar to that governing the Division of Institutional Advancement and Development, as established by the College cabinet.

1. President's and Provost Office materials receive first priority

2. Registration/Admissions online materials will receive second priority.

3. All other college materials will receive third priority.

4. Materials for individual offices and academic departments will be fourth priority. Because of limited resources, *Web Liaisons* needing help with any phase of their work or pre-publication review will be helped on a first-come, first-served basis, by appointment.

Home Page Announcements
All requests for events to be placed on the homepage should be sent to the Director of Communications. Besides announcements from the Office of the President, or those concerning Registration, inclement weather, or emergencies, all announcements will be placed on the homepage at the discretion of the Director of Communications. Events will be placed on the homepage for a **maximum** of 15 days from the date of the event.

Home page announcements will be linked to text documents only. Homepage announcements will not open to PDF flyers or any other attachments.

Requests should be sent to chundley@mec.cuny.edu.

News/Events
All news stories and events should be sent to the Director of Communications for posting on either the News or the Events page: chundley@mec.cuny.edu. Events should be sent a minimum of two weeks prior to the event. Events should also be posted on the CUNY Events Calendar prior to submission to the Event page.

Oversight

Web Liaisons are responsible for ensuring the accuracy and currency of content. Complaints regarding Web site inaccuracies should be lodged with your respective Web Liaison and/or respective Cabinet member.

The Office of Communications is responsible for overseeing the proper management of Web Services. All complaints regarding Web Services should be lodged with the Director of Communications.