

Digital Governance

Defining and implementing governance across
our digital footprint

Digital Governance Overview

Objectives

- Define digital governance: what it is & what it means to your team
- Understand roles and responsibilities across the organization
- Explore processes and implementation: how we make it happen
- Review new and existing policies and standards
- Answer any questions you or your team has about governance



WHAT IS GOVERNANCE?

“Digital governance is a framework for establishing accountability, roles, and decision-making authority for an organization’s digital presence—which means its websites, mobile sites, social channels, and any other Internet and Web-enabled products and services.”

From Lisa Welchman, “The Basics of Digital Governance” in *Managing Chaos: Digital Governance by Design* (New York: Rosenfield Media, 2015), 11-18

What Does Digital Governance Entail?

Digital governance outlines processes, standards and decision-making authority for these areas:

- **Digital strategy** (approach to leveraging technology)
- **Digital policy** (guidance to manage risk and serve core interests)
- **Digital standards** (the nature of our content and related distribution channels)

Why Does Digital Governance Matter?

Digital Governance:

- Enables organizations to grow and mature digitally by having consistent and clear guidance
- Reduces uncertainty around the development, maintenance and implementation of digital strategies
- Minimizes tactical debates around the nature and management of an organization's digital presence
- Makes clear who has decision-making authority in relation to digital properties
- Establishes accountability for all matters digital
- Is flexible to the changing needs of the organization

Without Governance:

- Content editors can't contribute effectively
- Content and design is off brand
- Investments into new web designs or technology can be wasted
- Content and experiences are “cobbled together” and inconsistent
- Bottlenecks exist for getting things done
- Poor content quality is likely (e.g., inaccessibly, poorly rendered photos, typos)

What Does Digital Governance Entail?

Digital governance outlines processes, standards and decision-making authority for these areas:

- **Digital strategy** (approach to leveraging technology)
- **Digital policy** (guidance to manage risk and serve core interests)
- **Digital standards** (the nature of our content and related distribution channels)

Governance Structure

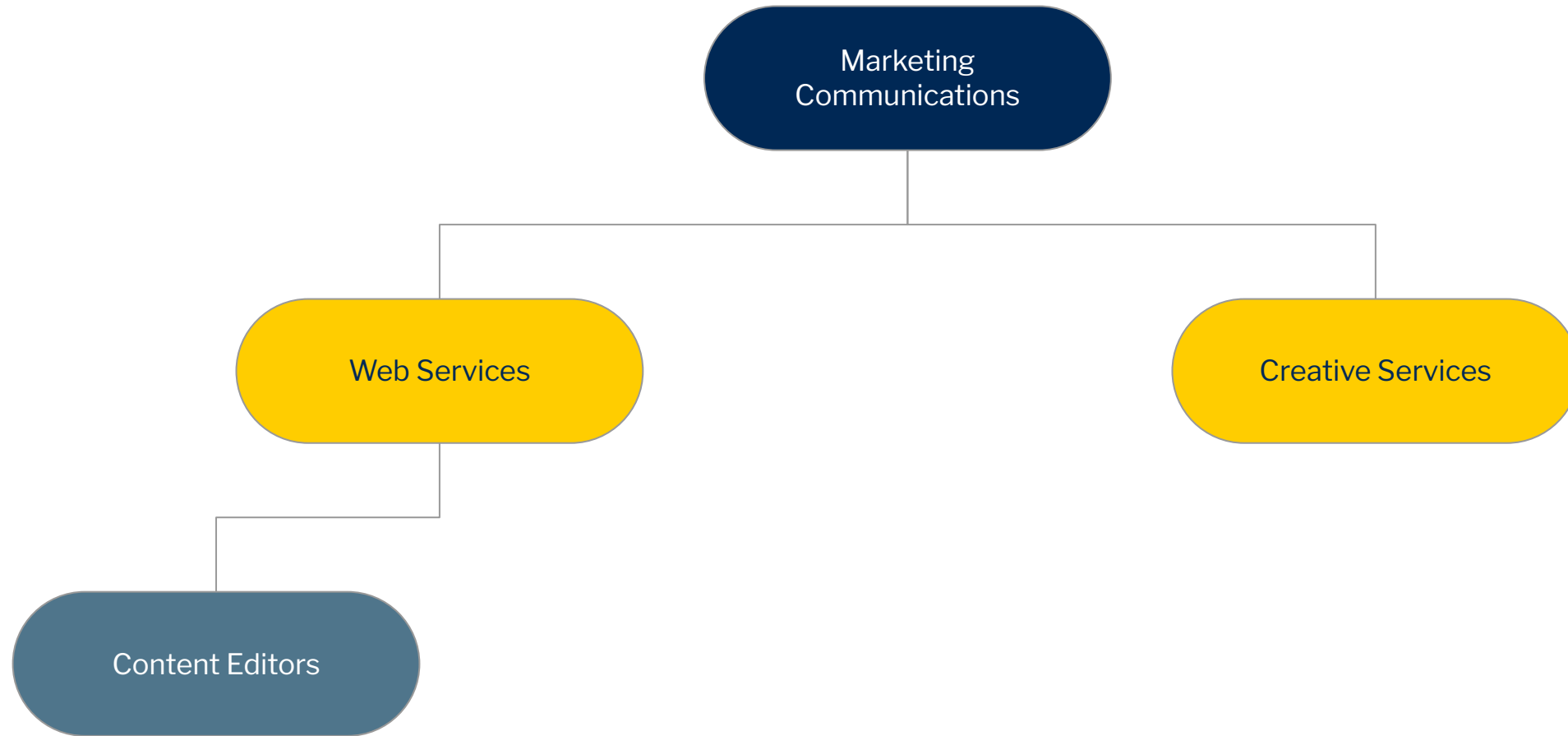
Roles & Responsibilities

Governance Structure

- Marketing Communications administers the content, design, and functionality of Wilkes University's core digital properties, including:
 - Wilkes.edu and its related subdomains and web pages*
 - News @ Wilkes
 - Today @ Wilkes
 - Wilkes University social media accounts**

**NOTE: GoWilkesU.com and Community.Wilkes.edu are managed separately.*

*** Departments and colleges may manage individual social media accounts with support and guidance.*





Marketing Communications

- Includes Creative Services & Web Services
- Sets strategic direction for digital properties
- Establishes policies and procedures
- Determines website structure and content
- Creates and implements style guides, standards, and brand guidelines
- Collaborates with other university units to ensure compliance



Creative Services

- Manages and maintains all University visual assets
- Ensures digital properties comply with visual brand guidelines
- Creates visual assets in support of strategy
- Assists web services in sourcing visual assets
- Implements style guides, graphic standards, and brand guidelines



Web Services

- Manages and maintains web properties
- Implements and maintains web tech/tools
- Regularly audits web properties
- Ensures compliance with legal and regulatory standards
- Ensures all web assets are functional, accessible, and organized
- Proofs and approves all web content
- Leads training on web standards and best practices
- Analyzes web performance and user behavior
- Optimizes the user experience



Content Editors

- Designated by Web Services
- Must complete mandatory training in OmniCMS, accessibility standards, and governance
- Limited to one (1) content editor per group EXCEPT for bulletins
- Responsible for keeping designated web pages updated and accurate
- Submit changes to Web Services for approval and review
- Review web properties for compliance with external guidelines (e.g. accreditation standards)
- Collaborate with Web Services to implement changes
- Comply with all brand guidelines, style guides, and governance policies
- Provide feedback on web experience

Our Process

Policies & Procedures

Wilkes University

Policy Implementation

Marketing Communications will create and administer all digital governance policies for Wilkes University, and reserves the right to make periodic updates as process, technology changes, industry best practice, or compliance requires.

Content editors and other affected departments will be notified of any relevant changes that will affect them.

Content Editor Support & Training

Web Services maintains all user accounts within our governance structure in OU Campus.

Each user, or content editor, is assigned to a group corresponding with a University department or office.

Each group will receive one (1) user account for a content editor to support website updates, except for the bulletin, which requires multiple editors from across our campus community.

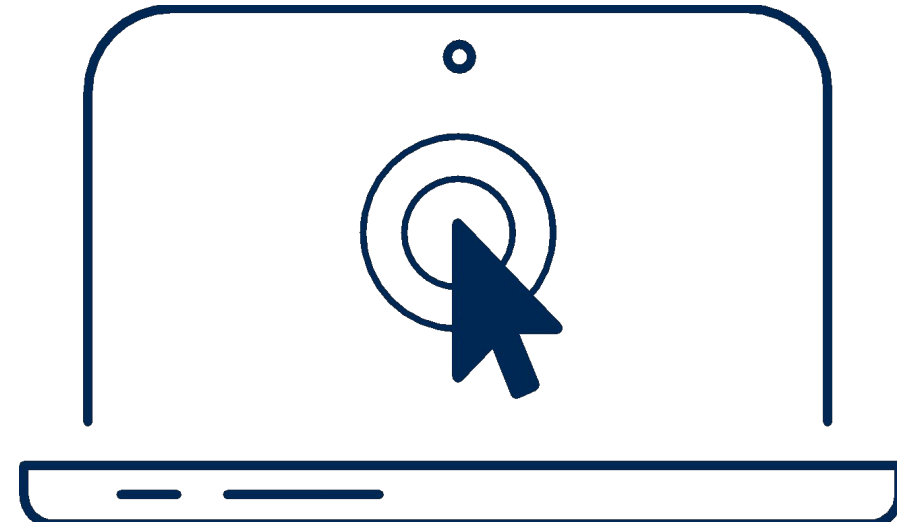
Web Services will provide training throughout the year to all content editors and will provide support if assistance is needed.

Content Editors:

- Must complete training on OmniCMS as well as web governance and accessibility standards.
- Must stay up to date on processes and procedures. If additional training is required, Web Services will provide.
- Must attend training with Web Services before gaining site access.
- Must follow all brand standards and guidelines as outlined by Marketing Communications.

Web Requests

While content editors are able to make some changes to existing web pages, Web Services is responsible for managing all website change requests on Wilkes.edu, including editing of existing pages, the creation of new pages, or the removal of pages.



Archiving

Maintaining an up-to-date website is critical to our strategic goals; however, it is also important to preserve relevant information. It is our standard practice to archive materials after **approximately two (2) years** if:

- The content is no longer in use
- The content is no longer accurate or relevant
- The content is no longer needed

Archiving can include removing and redirecting a page to another location, moving content to another storage location, or unpublishing a page to be republished later.

To discuss archival procedures as they pertain to your department or section of the website, please contact Web Services.

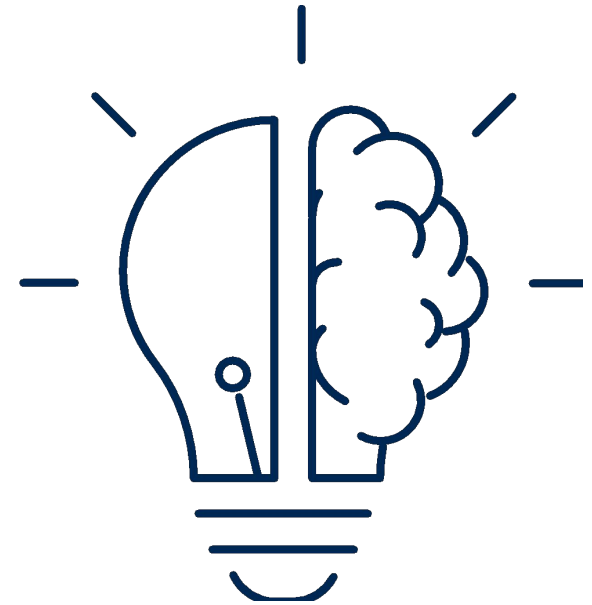
Web Standards

Goals & Guidance

Our Goals

All of our web properties strive to:

- Offer a great user experience
- Provide quality content
- Achieve consistent look and feel
- Meet and maintain accessibility standards
- Follow brand standards and guidelines
- Improve the visibility of the University



IMAGINE

*Imagine a university
that offers all of the
educational opportunities
of a large university
in the mentoring culture
of a small college,
open to all who
show potential.*



Wilkes
University

GUIDING PRINCIPLES

1. Our visitors come first.
2. Be consistent with the brand.
3. Our web structure is inclusive.
4. Our properties are designed to serve.

Our Audiences

Wilkes.edu serves a variety of audiences.

Prospective Students & Their Families	Current Students, Faculty and Staff	Alumni	Community
Inclusive of prospective students, parents and families, or current students looking for new opportunities	Inclusive of all current students, faculty, staff, and the broader University community	Inclusive of those who have been part of the Wilkes community as students, faculty or staff	Inclusive of prospective faculty and staff, industry leaders, researchers, external partners, the media, and members of the public at large

What We Know About Our Audiences

- They expect experiences that look good on all devices.
- They need information - fast.
- They want their questions answered.

Design Standards

Ownership & Workflows

The Design of Wilkes.edu will be:

- Managed by Marketing Communications
- Guided by brand standards, brand strategy, key messages and outcomes in alignment with the University
- Supported day-to-day by Web Services

If you have design feedback/questions, they can be directed to webservices@wilkes.edu.

Content Standards

Ownership & Workflows

Content on Wilkes.edu will be:

- Strategically guided by Marketing Communications
- Implemented by Web Services
- Supported by content editors

Creating Content? Follow this Workflow:

1. Hypothesis
2. Research
3. Outline
4. Write
5. Review
6. Visuals
7. Format
8. Submit for Approval
9. Web Services Review
10. Publish

Visuals & Multimedia

Ownership & Workflows

Visuals & Multimedia

- Web Services will make any requested image or video changes to web pages.
- Images/videos/assets can be shared with Web Services.
- Should any assets be determined unusable, Creative Services and Web Services will locate suitable alternatives.



MULTIMEDIA CHECKLIST

1. Appropriately sized/formatted*.
2. Optimized for load speed.
3. In-focus/good quality.
4. In alignment with brand.
5. Permission to use.

*JPG or JPEG file format

Copyright

Copyright violation is a serious offense that comes with strict penalties.

It is the responsibility of content editors to ensure text, images, video and music, complies with all copyright laws.

Any content on Wilkes.edu that infringes on copyright will immediately be removed by Web Services and the content owner will be notified.

Directory Changes

Faculty & Staff Directory

Wilkes University

Faculty & Staff Directory

- Customized feature within our content management system
- Integrated directly with Human Resources (Banner)
- Must align with University systems and budgets

John Wilkes

Home - Faculty & Staff Directory

Campus Statue
Wilkes University

84 West South Street
john.wilkes@wilkes.edu
[\(570\) 408-5000](tel:(570)408-5000)



Managed by
Human Resources

BIOGRAPHY



RESEARCH



EDUCATION



Managed by
Web Services

Wilkes University

Where to Go for Support:

Web Services

- Add faculty/staff directory listing to a web page
- Update a directory profile image
- Change secondary content (e.g. biography, research, etc.)
- Add missing profile pages
- Change the order of faculty and staff in subdirectory pages

Human Resources

- Update names and titles
- Update contact information, including office location, email address, and phone number
- Update where a person is displayed (i.e. department change)

Additional information will be made available for FAQs.

Information Architecture

How Wilkes.edu is Organized

Information Architecture

- Managed by Marketing Communications
- Governed by usability and accessibility best practices
- Periodically reviewed and tested

Architecture Changes

1. Can a link to the desired page accomplish the same outcome as moving it?
2. Does a requested page destination make sense to a first time web visitor?
3. Is this change related to a structural or organizational change within the University?
4. Does the information follow a logical flow?
5. Is the content accessible?

Accessibility

Making Wilkes.edu better for everyone

Wilkes University

IMAGINE

*Imagine a university
that offers all of the
educational opportunities
of a large university
in the mentoring culture
of a small college,
open to all who
show potential.*



Wilkes
University

POLICY STATEMENT

Wilkes University is committed to making its websites accessible to the widest possible audience, regardless of technology or ability. Our efforts are ongoing as we incorporate the relevant improvements to meet WCAG 2.0 AA guidelines.

Everyone with access to Wilkes University digital properties, including Wilkes.edu and related subdomains, must be familiar with and must follow web accessibility standards to ensure compliance with the Americans with Disability Act and other regulations.

Accessibility Best Practices: Page Titles

- Page titles are the titles displayed at the top of each webpage that tell users what page they are on.
- They should be used to help users quickly understand a webpage's content.
- They should be unique, concise and in alignment with the content present on the page.

Accessibility Best Practices: Headings

Headings are used to create outlines on pages that allow for users to navigate content easily.

Use headings to provide page structure or to signal different sections of information throughout a webpage.

When using headings, nest appropriately (i.e., follow the hierarchy):

- H1 tags are the page title and are already populated within our CMS.
- *H2 tags are major headings.*
- H3 and H4 tags are subheadings.

You may not skip levels in headings (e.g. use H1 and H3 tags but no H2 tags).

Accessibility Best Practices: Links

- Links are an important way for users to navigate through a website.
- Make sure links make sense out of context.
- Avoid “click here” or “read more”.
- Use descriptive anchor text or naming conventions.

Accessibility Best Practices: Links

For example, when writing about the Center of Career Development and Internships and linking to that department's page, it is best to use the department's name as the anchor text in the link.

YES: At Wilkes, [The Center for Career Development and Internships](#) can help you search for prospective employers in the Wilkes-Barre area.

NO: At Wilkes, The Center for Career Development and Internships can help you search for prospective employers in the Wilkes-Barre area.

[Click here](#) to learn more.

Accessibility Best Practices: Images

Images:

- Make pages engaging and dynamic
- Share information quickly
- Add interest

However, readers who may not be able see images need alternative text to understand what's in images textually.

Screen readers or other assistive technology will read alternative text to users to describe its contents.

Alt text should meet the following requirements:


- Gives context of the image and what meaning it adds to the page
- Describes what is contained in the image
- Is clear and concise (125 characters or less)
- Avoids redundant statements like “Image of” or “This is a picture of”

Alt text should be added to all images (except for decorative images, which will be noted separately in our CMS).

Alt Text in Action

Doritos Tortilla Chips, Nacho Cheese, 1.75-Ounce Large Single Serve Bags (Pack of 64) Doritos

★★★★☆ 175 customer reviews | 9 answered questions



About the Product

- Pack of 64, 1.75-ounce large single-serving bags (total of 112 ounces)
- Doritos tortilla chips with classic nacho-cheese flavor
- Made of whole corn; flavorings feature real cheddar cheese

```
{ "id": "defect-image-offensive", "value": "Offensive or adult content" },
{ "id": "defect-image-extra-items", "value": "Shows additional items" },
{ "id": "defect-image-not-clear", "value": "Is not clear" }, { "id": "defect-
other-image-issue", "value": "Other" } ] " data-metadata="IMAGE" data-
feature-container-id="imageBlockEDPOverlay" data-custom-event-handler=
"imageBlockEDPCustomEventHandler" data-display-name="Images" data-edit-
data-state="imageBlockEDPEditData" data-position="0" data-resolver=
"CQResolver"></span>
<!-- Creating a custom overlay for image not available experience -
-->
<div class="variationUnavailable unavailableExp" style="display:
none;"></div>
<div class="a-hidden" id="auImmersiveViewDiv"></div>
<ul class="a-unordered-list a-nostyle a-horizontal list maintain-
height">
::before
<span id="imageBlockEDPOverlay"></span>
<li class="image" item itemNo0 maintain-height
selected" style="cursor: pointer;">
<span class="a-list-item">
<span class="a-declarative" data-action="main-image-click" data-
main-image-click="{ }">
<div id="imgTagWrapperId" class="imgTagWrapper" style="height:
500px;">
`

Better alt text: ``

Best alt text: ``

Image Credit: Moz.com

# PDFs, Documents, Forms, and Files

**When possible, information should be made accessible via webpages instead of downloadable documents.**

However, when using forms, documents, or files on webpages, it's important to make sure that they are accessible.

Document file types are not always natively accessible and often need formatting to ensure that they can be understood or edited using assistive technology.

## **To be accessible:**

- Create documents that are accessible by taking advantage of accessibility features built into Adobe Acrobat DC or Microsoft Office.
- When creating or converting documents to another format, ensure that the file is appropriately tagged for accessibility.
- Avoid using the Print to PDF function when generating a PDF as this does not meet accessibility standards.
- Test and review all documents prior to adding them to webpages.



# Webpage Checklist

---

Consider these points before publishing

# Webpage Checklist

- ☐ Does the content serve the needs of our audiences?
- ☐ Is the information presented on the page accurate?
- ☐ Is the text free of grammatical errors and misspellings?
- ☐ Is the text friendly for a web audience (i.e. does it use headings/subheadings, lists, shorter paragraphs, etc.)?
- ☐ Do all links point to the correct pages/work correctly?
- ☐ Are links using descriptive anchor text?
- ☐ Are all images or multimedia present on the page of the appropriate size and quality?
- ☐ Does the page meet WCAG 2.0 AA Accessibility Standards?
- ☐ Will this page need to be updated again in the near future (if so, make a note of when and what updates will be required)?

# Wilkes University

[wilkes.edu](http://wilkes.edu)